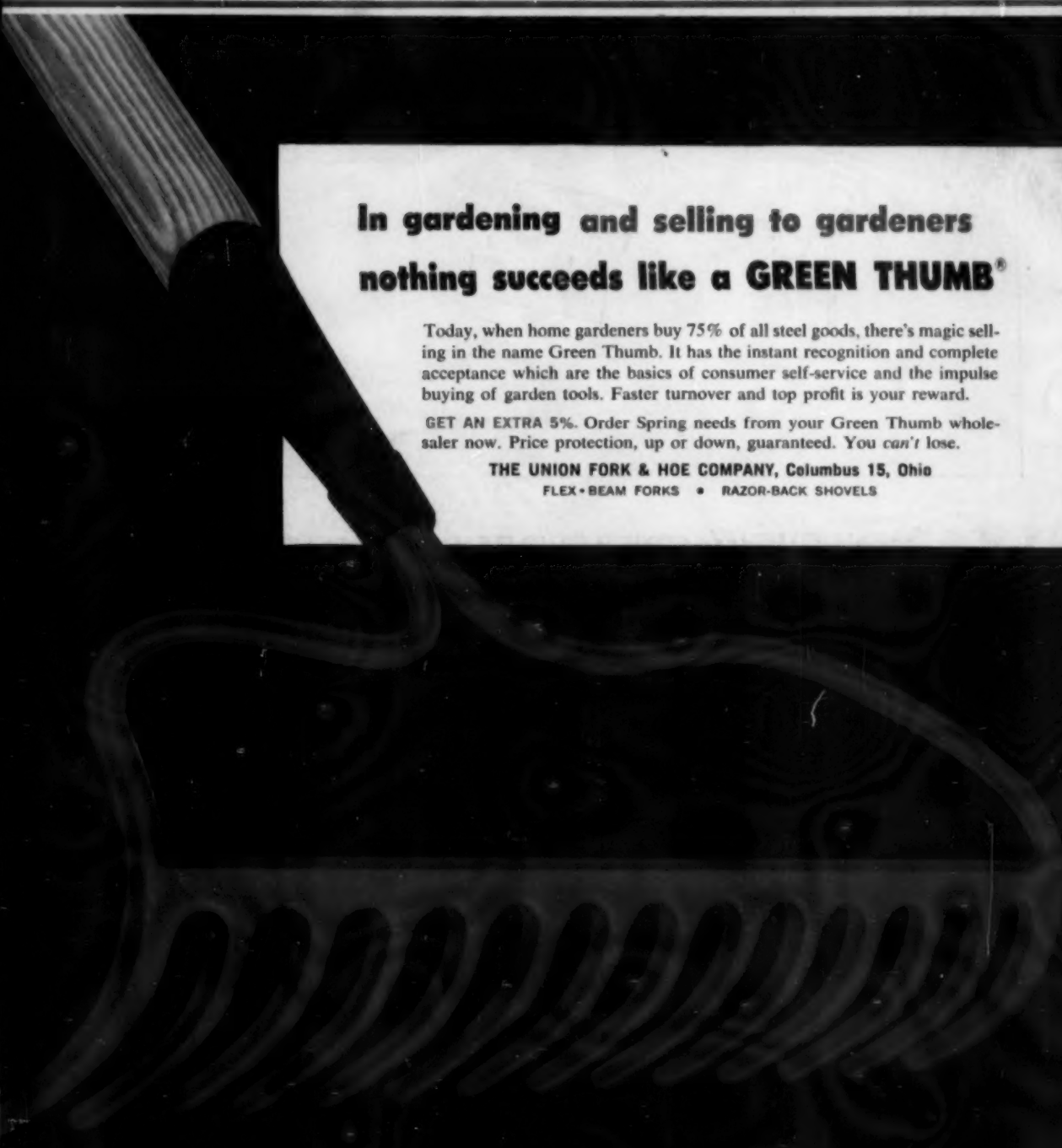


OCTOBER 1958

# Southern HARDWARE

University Microfilms  
313 North Zeeb St  
Ann Arbor Mich

*In this issue: Highlighting the Southern Market for Sporting Goods, Page 39*

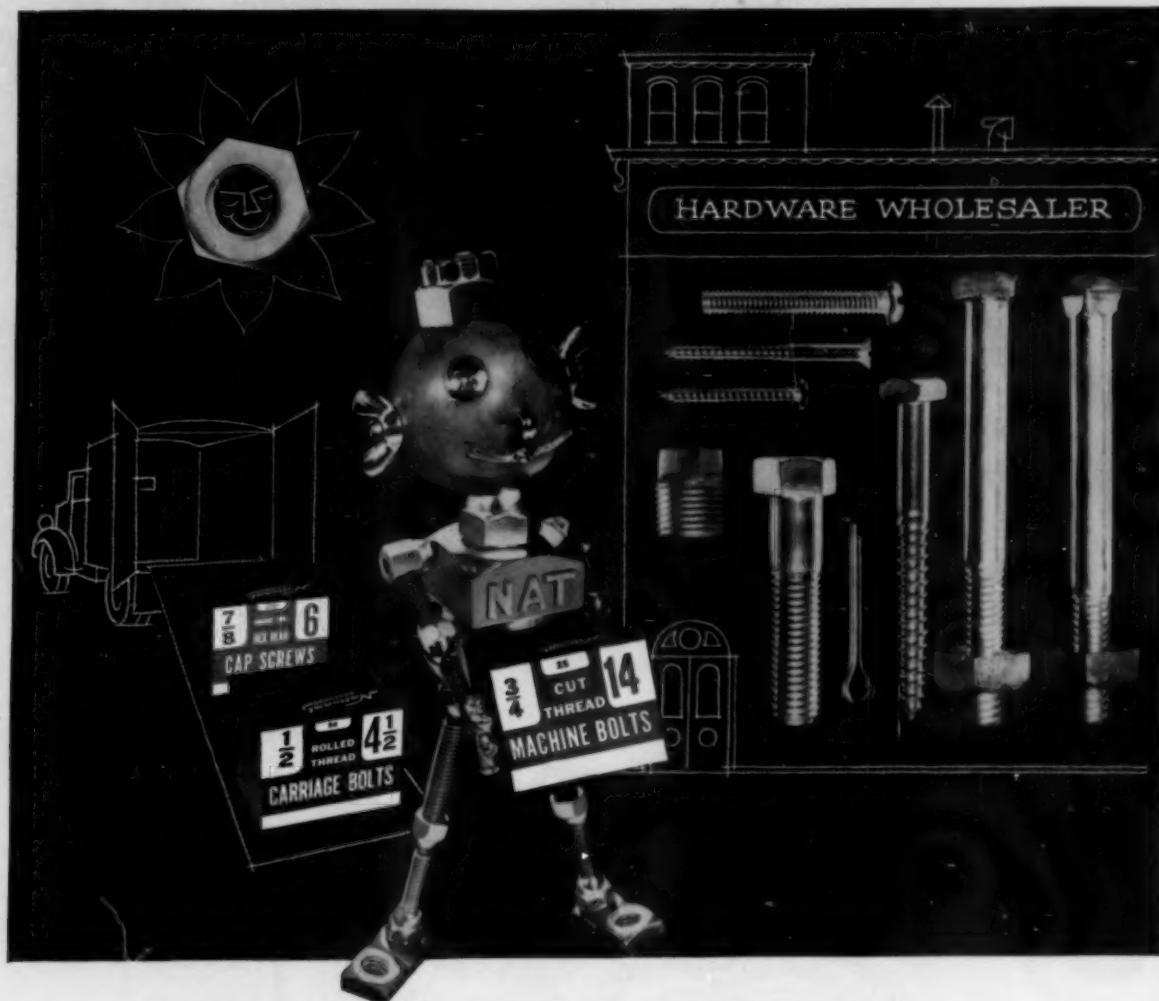


## **In gardening and selling to gardeners nothing succeeds like a GREEN THUMB®**

Today, when home gardeners buy 75% of all steel goods, there's magic selling in the name Green Thumb. It has the instant recognition and complete acceptance which are the basics of consumer self-service and the impulse buying of garden tools. Faster turnover and top profit is your reward.

GET AN EXTRA 5%. Order Spring needs from your Green Thumb wholesaler now. Price protection, up or down, guaranteed. You *can't* lose.

**THE UNION FORK & HOE COMPANY, Columbus 15, Ohio**  
FLEX-BEAM FORKS • RAZOR-BACK SHOVELS



## "NAT" STANDS OUT with the most complete line

You can simplify ordering and stock handling, and still sell your customers the most complete line of high quality fasteners. National makes it possible.

Handling is easier with National's uniform packaging. Labeling is big and bold and color-coded for quick on-shelf identification and selection. All in all, your stock of National fasteners in the trim red and black boxes makes a much better looking, more smartly businesslike fastener department.

And since the National line is the *complete* line, it pays to think National when you think about saving through one-source buying. Consider the facts—all the advantages of standardizing on National fasteners—and make the National line *your* line, because it stands out in every way.

Ask Your Distributor . . . He Knows



### THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.  
3423 South Garfield Ave. • Los Angeles 22, Cal.



CHESTER  
HOISTS



MODEL  
CHAINS

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. H. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.  
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**Volume 127**

**Number 10**

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.





## *Now... Bethlehem Nails in both 50-lb and 100-lb cartons*

Bethlehem's new 50-lb nail carton offers added sales opportunities to you. Smaller users of nails will welcome this new package size, while your larger customers will find the 50-lb carton a handy unit to distribute around the job.

The new 50-lb carton is attractively designed and can be easily stacked in your stockroom so that all pertinent information is readily visible. Like the 100-pounder, the smaller package is made of three-ply corrugated fibreboard and weather-proof glue to assure its survival in wet weather.

In either carton size, Bethlehem nails are available in a complete range of sizes and finishes—bright, blued, cement-coated, galvanized. In addition, Bethlehem can make prompt deliveries on other profitable items: staples, barbed wire, farm fence, steel fence posts, baling wire, merchant wire, bolts and nuts, and galvanized sheet steel roofing. A phone call to our nearest office will bring you full details.

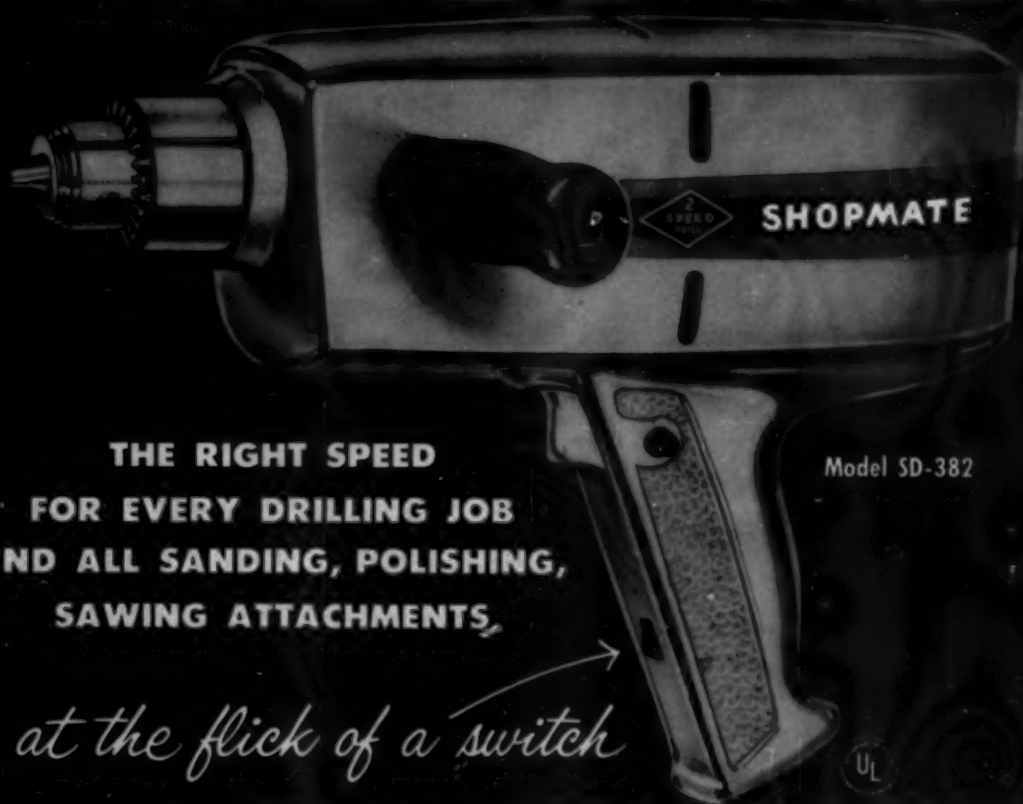
**BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.**

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation, Export Distributor; Bethlehem Steel Export Corporation

# **BETHLEHEM STEEL**



# SHOPMATE



**THE RIGHT SPEED  
FOR EVERY DRILLING JOB  
AND ALL SANDING, POLISHING,  
SAWING ATTACHMENTS,**

*at the flick of a switch*

**Sells better because there's so much more to sell...**

## **2-SPEED 2.8 AMP. 3/8" DRILL!**

### **NO OTHER DRILL HAS SO MUCH SELL!**

- Powerful 2.8 amp. universal AC/DC fan-cooled motor!
- High speed (2000 rpm) for drilling wood, plaster, etc.!
- Low speed (1000 rpm) for heavy-duty applications!
- Electro-mechanical transmission changes speed instantly, electrically by flicking speed range selector switch!
- Full power output at either speed!
- Speed range selector switch interlocks with on-off switch for maximum safety!
- Weighs only 6 pounds, perfectly balanced to eliminate fatigue!
- Precision geared chuck and key!
- Special spindle lock for easy chuck removal!
- Multiple ball thrust bearing!
- Precision cut alloy steel gears!
- Handsome silver luster finish!

SUGGESTED RETAIL

**\$32.95**



**PORTABLE ELECTRIC TOOLS, INC.**  
320 West 83rd Street • Chicago 20, Illinois

This new Shopmate outclasses all other drills . . . because it's the *only* drill at anywhere near its price that changes speeds instantly, electrically . . . at the flick of a switch! And *both* speed ranges develop *full* power for fast, efficient drilling under *any* conditions! Nationally advertised in The Saturday Evening Post, Popular Science, Popular Mechanics, and other powerful consumer publications!

## **SHOPMATE**

mail to: George Weatherby, Sales Manager

PORTABLE ELECTRIC TOOLS, INC.

SH-1058

320 W. 83rd St., Chicago 20, Ill.

Send me full details on the revolutionary new Shopmate Model SD-382 2-speed Drill!

Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
My Preferred Distributor \_\_\_\_\_

# HARDWARE

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 127 October, 1958 No. 10

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## NEW FOR 1959



"Ultimate"

## MULTIPLE STEP TAPER RODS

HARNELL offers for the first time, a new line of multiple and progressive taper blanks and rods... the "ULTIMATE" in salt water fishing rods.

Add HARNELL "ULTIMATE" RODS to your line of HARNELL

Black Spun Glass for a complete inventory of the finest in rods—HARNELL.

Five years of engineering and development produced "ULTIMATE" Rods, which are backed by the top name for rods of quality—HARNELL.

Record fish are caught with HARNELL Rods, so sell the rods more fishermen want. Get your share of this high volume, high profit market and stock HARNELL

"ULTIMATE" Rods. "ULTIMATE" Live Bait or Boat Rods, and Salt Water Spinning

Rods are all one piece rods in 8', 9' and

10' overall lengths. They are available with either light or heavy action with from 7 to 9 saltwater or

spinning guides. All rods have aluminum reel seats and are packed in a heavy cloth case.

Write for New  
FREE 1959 Catalog



701R Light  
ULTIMATE  
Boat Rod

702R Light  
ULTIMATE  
Spinning Rod

GEORGE HINE PRODUCTS CO.

Exclusive Distributor

4094 GLENCOE AVENUE, VENICE, CALIFORNIA

# BUSINESS TRENDS

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- ▶ **Business Outlook**—All signs point to a virtual end to the recession, with recovery now well underway. Just how far back business activity will climb during the remainder of 1958 and in 1959 seems keyed to the demand for new autos and a return to tighter money by the Federal Reserve Board. Auto industry is aiming at sales of 5.5 to 6 million cars in 1959. If market expands to this size all business activity will get a shot in the arm. Tight money policy would again act as a brake on inflation, but would slow the upward trend in housing. Rising employment and personal income is prompting rosy estimates of future business.
- ▶ **Personal Income**—The improvement in consumer income which started in the year's second quarter continued in mid-summer, hitting an annual rate of 358.9 billion dollars in July, a 7 billion jump over June and well above the previous peak of 352 billion dollars reached last August.
- ▶ **Construction**—Activity in this industry continues to move ahead. New construction for the first 8 months of '58 has totaled 31.5 billion dollars slightly ahead of the 1957 period. Home building is in a rising trend and accounts for part of this increase.
- ▶ **Inventories**—Wholesale and retail inventories combined totaled a little more than 36 billion dollars mid-way the year's third quarter. This represented no change since April, but a drop of one billion dollars since August, 1957. Inventories have declined while total sales have moved up since March.
- ▶ **Self-Service**—A nation-wide survey conducted by the Better Packaging Advisory Council discloses that 77% of department store customers prefer to do their buying without the aid of clerks, choosing select-it-yourself, tagged merchandise as against buying untagged goods serviced by a sales force. According to the study, self-selection resulted in an average savings of 42% sales time.
- ▶ **Retail Sales**—Through June, the latest month for which figures are available, sales by the nation's retailers were about even with the six month period of 1957. Retailers in the lumber, building materials, farm equipment and hardware groups fared somewhat worse than the national average, however, sales by this group in the year's first half being about 3% under the '57 period. Department stores reported brisk trade in July and August, good evidence in many quarters that an inventory buildup must follow which, in turn, will boost production and employment.
- ▶ **Farm Income**—Farmers' cash receipts through July were about 11% ahead of last year. Prices were up 7% and the volume of marketings was greater by 4%. Crop receipts showed a 12% gain, livestock and products, an 11% increase.





# NIXDORFF-KREIN

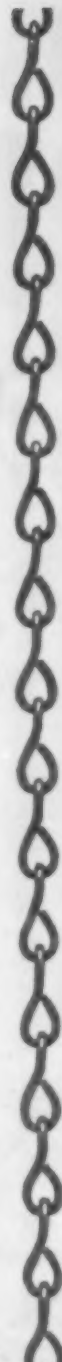


**there's STRENGTH in a name**

**NIXDORFF - KREIN MANUFACTURING COMPANY**

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

JOHN T. EVERETT & CO. • P. O. BOX 8047 • MEMPHIS 4, TENNESSEE





# TRIUMPH

*of the show*



## CHORE MASTER

*can be the star of your store...*

CHOREMASTER said, "Look... where the difference REALLY is!" at the National Hardware Show. Thousands of canny dealers and distributors did just that. Here are product and promotion features they're talking about... using to make extra sales and profits...

### EXCLUSIVE PROFIT PLAN

**CHOOSE** minimum quantity order of Mowers, Riders, Tillers or Tiller/Mowers.

- GET • Big Demonstrator Bonus**
- 3 Ads for the Price of 1
  - Plus Regular 50/50 Co-op
  - Trade's Finest Warranty
  - Free Telephone Advertising
  - Free Deluxe Dealer Manual
  - Mow-Grow Easy Pay Plan
  - Free Display Stand
  - Free Display Material

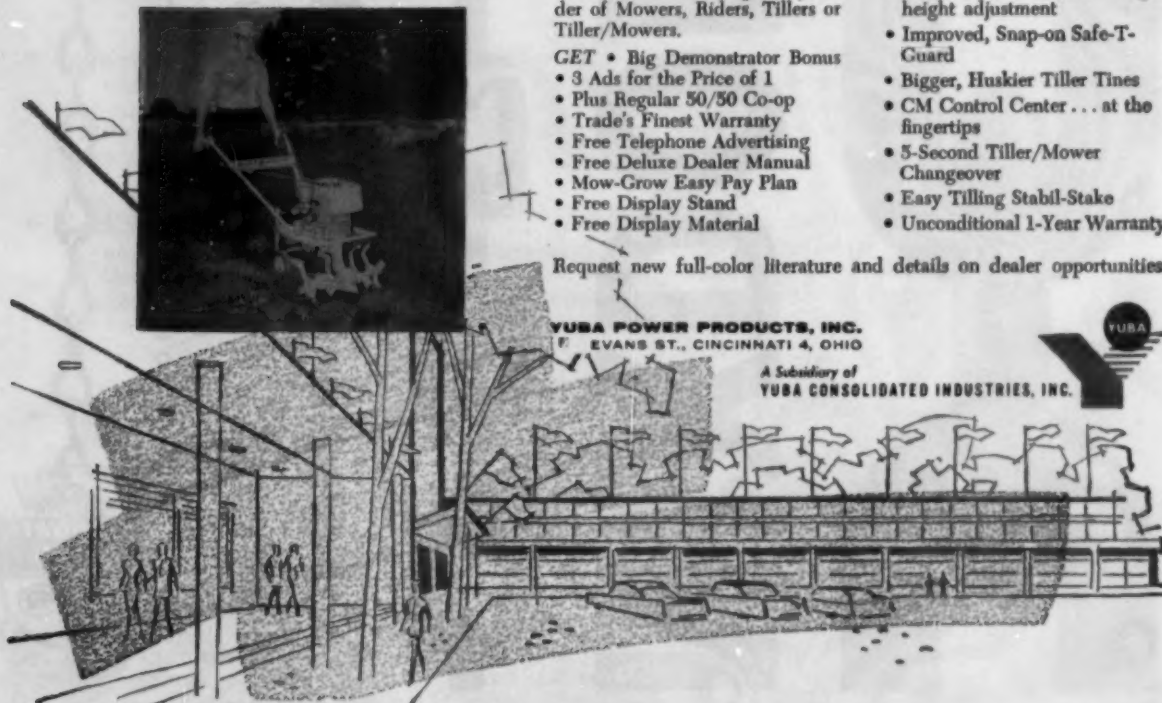
### SALES-MAKING NEW FEATURES

- Dial-a-Season instant cutting height adjustment
- Improved, Snap-on Safe-T-Guard
- Bigger, Huskier Tiller Tines
- CM Control Center... at the fingertips
- 5-Second Tiller/Mower Changeover
- Easy Tilling Stabil-Stake
- Unconditional 1-Year Warranty

Request new full-color literature and details on dealer opportunities.

**YUBA POWER PRODUCTS, INC.**  
F. EVANS ST., CINCINNATI 4, OHIO

A Subsidiary of  
**YUBA CONSOLIDATED INDUSTRIES, INC.**



# Stops the Big Ones!

new

## NORSEMAN

SpinCast® Reel

new



★ Reel Shown on Matching South Bend Master-Grip No. 423-6' SpinCast Rod

### OPENS UP NEW BUSINESS FOR YOU

No matter what equipment he now has, every fisherman is a prospect for the new NORSEMAN 110 reel. Read all about it and you'll agree there's nothing that compares with the NORSEMAN!

#### PRECISE LINE CONTROL

Magic, flexible nylon circle gently feathers the line for pin-point accuracy. Then, when you want it to, the tough, rubber ring positively holds the line yet never deforms the softest monofilament.

#### WON'T TWIST LINE

Even when line is stripped out over the drag, there's no line twist. Pump and crank against a 25 lb. strip or musky and it's still the same story. No Line Twist!

#### LINE CAPACITY

Take a look at these capacities in the popular line tests.

Line Pounds	Approx. Yards
6	290
8	220
10	180
12	165
15	140
20	100



#### SALT WATER CORROSION-RESISTANT

Fine metals go into this gem of Swedish craftsmanship. All shafts are stainless steel. Non-rusting alloys are used throughout.

#### FAST TAKE DOWN

Thumb control comes out in seconds without tools and reveals the "works" for oiling, cleaning or greasing. Nose cone comes off even faster without a fumble and with only a fraction of a turn. And a coin is all you need to take off the pick-up section and change spools.

#### COMPACT—VIKING STRENGTH

The NORSEMAN 110 is a compact, powerful mechanism that can take it! Drag control and crank are man-sized and have rugged strength of fine alloy steel. Pick-up pin and gathering ring are super-hard alloys for long service without scoring.

#### HANDLES 1/4 TO 2 OZ. LURES WITH 20 LB. MONOFILAMENT

You've got holding power to cast the biggest musky "hardware" in anybody's tackle box; yet the line-flow path is so correct that when you tip the reel down, the weight of the line itself takes out line. We've cast 1/5 and 1/8 oz. lures with ease, with 15 lb. line. Just use your imagination as to what you can handle with 6 lb. test.

#### NO LINE "PILE-UP"

Perfect level wind lays line evenly across entire width of spool. Line payout is smooth because there's no bunching or "digging-in" of monofilament.

#### IDEAL TROLLING REEL

Like the true champ or the natural thlete, the NORSEMAN 110 does everything well. Take trolling, for instance, set the silky-smooth drag where you want it, put the rod in a holder and the permanent anti-reverse takes over like no "click & drag" ever did before. Hit a snag or get a big-size strike and the NORSEMAN'S clutch style drag pays out line precisely as needed.

- Casts 1/4 to 2 oz. Lures—with up to 20 lb. Line
- Feathering Control for Pin-Point Casting
- Velvet-Smooth Drag—No Line Twist
- Oscillating-Spool Level Wind
- Capacity up to 250 yards
- Permanent Anti-Reverse—Ideal for Trolling
- Compact, Durable, Corrosion-Resistant
- Fast Field Take-Down

#### NEW PROFIT OPPORTUNITY

Selling the NORSEMAN 110 will be a profitable pleasure. There is nothing to compete with it. The problem will be to keep your own NORSEMAN out of the hands of fishermen whose appetites will be whetted for it by South Bend's national advertising.

The NORSEMAN 110, factory-spoiled with 15 lb. Deceiver monofil—with presentation box, only .....\$29.95.

Accessory service kit No. 301 with spare parts, tool and extra spool filled with 20 lb. monofilament .....\$4.95.

Mail Coupon Today!

## South Bend

THE BEST IN RODS - REELS - LURES - TACKLE

South Bend Tackle Company, Inc.  
900 High Street, South Bend, Ind.

Gentlemen: Yes, I want to be among the first to lead the way (profitably) to better fishing with the NORSEMAN 110. Please send me more information.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# AMES OFFERS a "PROVEN" PROFIT-MAKER

This Ames profit-maker greatly increased sales (and profit) for thousands and thousands of dealers last season. Unsolicited testimonials have poured in from dealers praising the sales-power and utility of this self-service unit.

**BIG ENOUGH**—Customers can't overlook this eye-catching display of garden tools they need and should buy. Plenty large enough to spare you the chore of restocking during busy store hours.

**SMALL ENOUGH**—Requires only 7 square feet of valuable display space.

**STRONG ENOUGH**—Unit is strong enough to hold five dozen tools, plus a two-hundred pound man, and roll easily on jumbo 3" casters.

## Here's Your Profit Picture

60 Full Size Tools—Retail Value . . . . .	\$189.75
AMES Tool Merchandiser . . . . .	40.00
<b>YOU GET . . .</b>	<b>\$229.75</b>
Usual Cost of Tools . . . . .	\$126.57
Special Price on Merchandiser . . . . .	28.97
Limited Time 10% Discount . . . . .	15.55
<b>YOU PAY . . .</b>	<b>\$139.99</b>

(Catalog #A560)

9 Saw Rakes (A14RB)	3 Spading Forks (ATLDA)	6 Garden Hoes (AG614)	3 Garden Spades (AGSD)
3 Floral Hoes (AFH5)	3 Floral Spades (AFGS)	3 Floral Shovels (AFS31/2)	3 All Purpose Hoes (ASTO)
3 Floral Spades (AFOSD)	3 Dandelion Weeders (ADW)	3 Turf Edgers (AFTSHD)	3 Speedy Cultivators (A35C)
6 Bulb Planters (BPD)	3 Floral Rakes (ATRB)	3 Garden Rakes (A14C)	3 Warren Hoes (AW7)

### BIG ENOUGH!



Holds ample supply

### SMALL ENOUGH!



Occupies only 7 square feet

### STRONG ENOUGH!

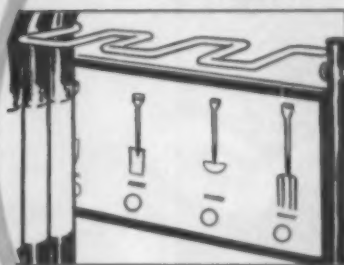


Rugged yet rolls easily





**SELF  
SERVICE  
PANEL**



- IDENTIFIES EACH TOOL CLEARLY
- SHOWS STOCK NUMBERS
- GENEROUS AREA FOR PRICING
- SAVES TIME WHEN RE-STOCKING

**O. AMES CO.**  
PARKERSBURG, WEST VIRGINIA



Ames also manufactures the famous line of Ames Maid metal household furniture and the new line of Ames-Aire casual furniture.

# INDUSTRY NEWS

## Richards Joins Harry W. Thener Organization

H. LAWSON RICHARDS recently joined the Harry W. Thener organization, manufacturers' representatives headquartered in Dallas, Texas, as an associate. He will



Richards

Thener

assist Thener in covering the states of Texas, Louisiana, Oklahoma, and Arkansas.

Until recently Richards was sporting goods buyer for the Dallas branch of the Peaslee-Gaulbert Corp., and prior to that was sporting goods buyer for Moore-Handley Hardware Co., Birmingham, Ala.

## S. T. Mantle Dies in Miami, Fla.

S. T. MANTLE, long-time associate of Carter Hough, Jr. and Associates, manufacturers' representatives in Jacksonville, Fla., died recently. He had headed the firm's Miami office for more than 16 years.

Mr. Mantle previously had been associated with the Dinkins-Davidson Hardware Co., Atlanta, Ga. He also was with the Hopkins-Carter Marine Hardware Co. and

was the first branch manager of the Devoe & Reynolds Co., Miami.

## Stanley Appoints Bamert General Sales Manager

THE APPOINTMENT of John W. Bamert as general sales manager of Stanley Hardware, division of The Stanley Works, New Britain, Conn., was announced recently by Russell J. Willoughby, vice-president in charge of the hardware division. Bamert will be responsible for builders hardware, Magic Door, and industrial sales, and will report directly to Willoughby.

Bamert was appointed manager of Magic Door sales in July 1957. He was associated previously with the Westinghouse Electric Supply Co., of Pittsburgh, and with the Mall Tool Co., of Chicago. From



John W. Bamert

1946 to 1953 he was vice-president and general manager of Stambaugh Farm Equipment Co., and Stambaugh Motors, Inc., Valparaiso, Ind.

## Lawn Mower Institute Elects Officers



The Sixth Annual Meeting and Convention of the Lawn Mower Institute, Inc., held recently in Minneapolis, Minn., broke all previous records for attendance, according to Executive Secretary Harold K. Howe. Officers elected for the coming year are as follows, left to right: president, A. W. Schenck, director of sales, Lawn Mower Division, Savage Arms Corp., Chicopee Falls, Mass.; secretary-treasurer, W. H. Phelps, president, Sensation Mower, Inc., Ralston, Neb.; vice-president, John M. Butler, Jr., president, Robertson Manufacturing Co., Chicago, Ill.; executive secretary, Harold K. Howe, Washington, D. C.; retiring president, David M. Lilly, president, Toro Manufacturing Corp., Minneapolis, Minn.

This sturdy Cream City incinerator with 267 perforated draft holes is safer and cleaner than wire-type burners. Jumbo size label showing sales features helps you sell.



## CREAM CITY WARE

...fast turnover means extra profit!

Full draft ventilation, attractive appearance of this Cream City incinerator illustrate why Cream City ware is easy to sell. Modern designs, sparkling appearance, long life are features your customers appreciate. And Cream City is now produced by J&L, a major integrated steel company, with complete control of ware quality. It pays to stock and sell Cream City.



**Jones & Laughlin Steel Corporation**

Consumer Products—Container Division

Lebanon, Indiana

## "Mr. Will" Teague Dies in Montgomery, Ala.

WILLIAM Martin Teague, Jr., veteran hardware wholesaler who was affectionately known as "Mr. Will" to a host of friends in all branches of the hardware industry, died at his home in Montgomery,



W. M. Teague

Ala., on August 24 at the age of 85.

It was in 1915, on the death of his father, William Martin Teague, Sr., that Mr. Will became president of Teague Hardware Co., which concern his father had founded many years previously. He retained this position until 1953 when, because it was then necessary to ease up on some of his activities, he became chairman of the board.

### Prominent Figure

One of Montgomery's most prominent and most successful business men, Mr. Will was a leading figure not only in the hardware trade but in other and widely varied business activities. He established and was the first president of the Union Stockyards in Montgomery. For more than three decades he operated what was long regarded as the city's leading hotel, the Gay-Teague Hotel. He was also an extensive operator in the dairy field, with the Teague Dairies.

Throughout his career in the hardware business, Mr. Will had been an active member of the Southern Wholesale Hardware Association. His unique record included more than 50 consecutive annual meetings. He had been introduced in several recent conven-

tions as one who had attended more conventions of the Southern Association than any other member. He was a colorful figure who will be greatly missed in the future conventions of this association.

Born in Greenville, Ala., in 1872, he came with his family 10 years later to Montgomery where his father was already actively engaged in the wholesale hardware business, in the firm then known as Teague, Barnett & Co. In 1892 Mr. Teague, Sr. sold his interest in that business and put up \$5000 for himself and for each of his three oldest sons to start a hardware partnership under the name of Teague & Sons. In 1901 this firm bought out the prior concern, Teague, Barnett & Co., and in 1911 the business was incorporated under the name of Teague Hardware Co.

Among Mr. Will's surviving relatives are one son, William Martin Teague, III, of Montgomery; two daughters; two brothers and two sisters.

## C. S. Roberts Named President of SGJA

THE SPORTING Goods Jobbers Association at its annual meeting held in Chicago at the Conrad Hilton Hotel, elected C. S. Roberts of Roberts, Sanford and Taylor Co., Sherman, Texas, president for the coming year. Elected to serve with Roberts were Charles Leftin, Kruse Hardware, Cincinnati, Ohio, first vice-president, and W. H. Van Duzer, Rose Kimball & Paxter, Elmira, N. Y., second vice-president. Nathaniel Sharf, M. Sharf and Co., Inc., of Boston, was re-elected treasurer.

Four new directors were elected to serve three years. These are Ray McGreevy of Remco, Inc., in Chicago; Bernard E. Gitlin, Bernard E. Gitlin Co., Hartford, Conn.; Ward Munson, Munson Sporting Goods Co., West Covina, Calif.; and J. W. Barnes, Waco Hardware Co., Waco, Texas.

Two new directors were elected to fill vacancies caused by the election of Van Duzer, a director, to office, and by resignation of one director. These two are J. T. Lloyd, Jr., J. T. Lloyd Co., Little Rock,

Ark., and Al Cox, Janney, Semple, Hill & Co., Minneapolis, Minn.

## Pilkington to Represent American Biltrite

R. B. PILKINGTON, of Jacksonville, Fla., has been appointed to represent the American Biltrite line of plastic and rubber garden hose in the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Eastern Tennessee, Eliot G. Small, sales manager, American Biltrite Rubber Co., Chelsea, Mass., recently announced.

Covering this area in association with Pilkington are Carl E. Bennett of Atlanta, Ga.; A. M. Nicolai, St. Petersburg, Fla.; and John W. Riley, Greensboro, N. C.

## Pendleton Elects Bandoli Senior Vice-President

MARVIN S. BANDOLI recently was elected senior vice-president of Pendleton Tool Industries, Inc., Morris B. Pendleton, president, announces.



Marvin S. Bandoli

Bandoli joined the company in 1952 as vice-president. Prior to that he was vice-president, sales, Clary Multiplier Corp., San Gabriel; vice-president, sales, Tracy Manufacturing Co., Pittsburgh; vice-president, sales and manufacturing, Victor Adding Machine Co., Chicago; and later head of his own distributing firm.



# new soft sound that sells by ear!



tell 'em it whispers  
while it works

## new **LAWN-BOY** QUIETFLITE

**Exclusive! It's sound-conditioned and vibration-free!**

- New rubber shock mounting ends engine vibration
- New fiberglass "bonnet" with built-in sound trap
- 89 cu. in. muffler—LARGEST on any power mower
- Non-bendable crankshaft
- Instant, individual wheel-height adjustment
- Vibration-free handle
- 19 inch cut
- Special rear-wheel trim slot for extra-close trimming
- Exclusive LAWN-BOY 2½ hp. Balanced-Power Engine

**THE NEW SOFT SOUND** means profits for you! More and bigger profits because here—and *only* here—is the mower *everybody wants...* the amazing new LAWN-BOY Quietflite. You'll sell the smoothest cut in town—and the *quietest*, to boot! No loud noise to wake the neighborhood. No vibration to shatter nerves. This beauty really whispers while it works.

And all the other wanted "Golden Age" features only found in LAWN-BOY mowers mean profits for you, too—Activated Pilot Wheel, staggered front wheels, aluminum-light maneuverability, blade-stabilizer and many, many more.

# LAWN-BOY

Lamar, Missouri. Division of Outboard Marine Corporation.  
Makers of **Johnson** and **Evinrude** Outboard Motors.  
In Canada: LAWN-BOY, Peterborough, Ontario.

### All this *plus* everything to help you PROFIT

Consistent, dominant LAWN-BOY national advertising presells your customers on the LAWN-BOY Quietflite. And it's easy for you to participate in the co-op advertising program for local newspapers, TV, radio and billboard tie-ins. Information is available from your LAWN-BOY distributor.

Why wait to start on your "Golden Age" of profits? Call your distributor today for details on the new LAWN-BOY Quietflite and ask him about early order discounts. Or return coupon below for complete information.

-----

LAWN-BOY, Dept. 5H 10, Lamar, Missouri

Send me full details on the all-new 1969 LAWN-BOY Quietflite mower.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

-----

# Single - Handed Installation

## REPUBLIC BLUE RIDGE STEEL ROOFING

It's a fact—Republic BLUE RIDGE Steel Roofing is so easy to lift and carry that your customer can handle an entire roofing job all by himself. Show him a sheet and let him lift it. Show him there's no need to hire costly extra help for installation. You'll be surprised at the big selling advantage this simple BLUE RIDGE "plus" can bring you!

Here's another fact: Republic BLUE RIDGE is precision-formed from strong, ductile steel. It lays flat, nails flat, and *stays* flat on the roof with no cracking at nail holes. BLUE RIDGE is the *only* standard drain-type roofing that can be nailed on all five V's for top protection against high winds and storms.

Explain this fact to your customers, too: Poultry and livestock gains stay high, and stored crop quality is maintained better when

buildings are kept cool during hot weather. Tests show that white painted galvanized steel roofing gives lower interior temperatures than any other standard roofing. BLUE RIDGE sheets painted white provide this low-cost heat protection.

Republic BLUE RIDGE'S channel and rib stiffener design blocks seepage of wind driven rain, stops siphoning, permits use of BLUE RIDGE with any V-drain type or standard V roofing. It is also fireproof, verminproof, and rotproof. BLUE RIDGE makes excellent *siding*, too—another important sales opportunity.

Republic BLUE RIDGE Steel Roofing has a heavy (1.25 ounce) Certified Full Weight Galvanized Coating . . . is manufactured in 29, 28, 26, and 24 gages to meet any customer's requirements. Contact your Republic representative now.

*Mail Coupon at Lower Right for Full Information*

### OTHER REPUBLIC PRODUCTS FOR SOUTHERN FARMS AND HOMES



Galvanized barbed wire  
in all popular  
styles.



Precision Wound®  
Automatic Baler Wire  
for high speed balers.



Flexible plastic pipe for  
wells, water lines, stock  
waterers, and irrigation.



Tough, strong, woven wire fence  
in all popular styles  
and sizes.



A complete range of  
wire nails for  
every requirement.



All types and sizes of  
high-quality nuts and bolts.

# Creates Customer Demand!



## REPUBLIC STEEL



*Manufactured in the South  
for Southern Farms*

GENERAL OFFICES—CLEVELAND 1, OHIO • SOUTHERN PLANT—GADSDEN, ALABAMA

### REPUBLIC STEEL CORPORATION

DEPT. SH-6406

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send more information on:

- |   |   |
|---|---|
| <input type="checkbox"/> BLUE RIDGE Roofing                 | <input type="checkbox"/> Nails          |
| <input type="checkbox"/> 13½ Gage High Strength Barbed Wire | <input type="checkbox"/> Plastic Pipe   |
| <input type="checkbox"/> Automatic Baler Wire               | <input type="checkbox"/> Nuts and Bolts |
| <input type="checkbox"/> Woven Wire Fence                   |   |

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Col. Tilson, Hardware Show Counsel, Dies

COLONEL JOHN Q. Tilson, vice-president and legal counsel of the National Hardware Show, passed away in New London, N. H., August 15.

Colonel Tilson was a Congressman-at-large from Connecticut from 1908-1932, resigning that year to open law offices in Washington and New Haven. He still had a law office in New Haven at his death.

## S & T Appoints Manager for Birmingham Division

A. J. CARSON, vice-president in charge of sales, Stratton & Terstegge Co., Louisville, Ky., announces the appointment of C. F.



C. F. Johnson

Johnson as sales manager of the Birmingham Division of the wholesale organization. Johnson formerly was a sales representative.

## Caldwell Resigns; Shaw Is New Rubbermaid President

JAMES R. CALDWELL, president and founder of Rubbermaid, Inc., Wooster, Ohio, recently announced that he has resigned the presidency and will become chairman of the executive committee of the board of directors.

Caldwell has served as president of the company since its beginning in 1934.

In approving his request to be

relieved of full-time leadership of Rubbermaid, the board of directors named him to the newly-created post of chairman of the executive committee.

Succeeding Caldwell as president and general manager is Forrest B. Shaw, who has been vice-president and assistant general manager.

## Beck & Gregg Show Pulls 'Em In



Happy over the dealer response to their company's Fall Merchandise Show are these Beck & Gregg Hardware Co. officials, Frank Burton, assistant housewares buyer, Jim Autrey, vice-president and housewares buyer, and W. A. Parker, Jr., vice-president and sales manager. There are good reasons for those smiles. The show, staged August 31-September 3 in Atlanta, Ga., exceeded in attendance even last year's successful exhibit which attracted 600 persons. This year more than 900 dealers from throughout a seven-state area were on hand to visit the 100 booths in which were displayed the products of more than 150 manufacturers. Buying was reported as brisk during the four-day event. Pictured below is part of the dealer throng which frequently jammed the aisles. Booths were manned by manufacturers' agents and factory personnel, while Beck & Gregg salesmen were available in force to assist customers in their selection of merchandise.







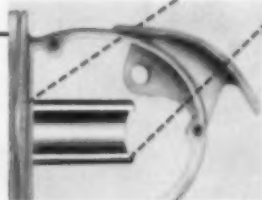
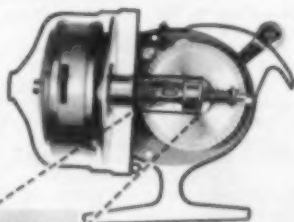
# **NEW LEVEL-WIND and MICRO-DRAG** give Extra Power to these *Shakespeare Push-Button Reels* **FOR SALES LEADERSHIP IN 1959!**



## *Shakespeare* **PUSH-BUTTON WonderCast**

No. 1794 and No. 1797 REELS

with  
**LEVEL  
WIND**



**MORE  
BEARING SURFACE  
FOR GREATER  
Power... Rigidity  
Smo-o-othness**

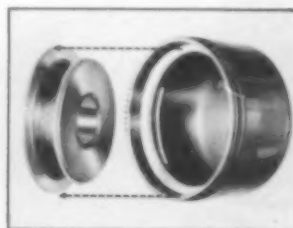
**1.** The oscillating pick-up winds each "new" turn across a smooth pattern of many turns underneath; eliminates pile-up. Even under heaviest fishing strain, the line does not wedge down. Result: Smooth retrieve... and even more important, long, effortless casts!

**2.** The greater bearing surface spreads the load over a larger area. Result: Amazing new rigidity and smo-o-oth operation... giving more power and better control when fighting fish.

Famous Shakespeare craftsmanship, backed by powerful national advertising has made push-button magic synonymous with easy casts, engineering perfection, and trouble-free performance. This widespread consumer recognition and demand accelerates the rapid turnover of Shakespeare push-button reels that is earning more money for tackle dealers everywhere. Now—for '59—there are two new level-wind push-button WonderCast reels, all with new features for new sales appeal—and plus profits!

**No. 1794.** Deluxe Push-Button WonderCast with new level-wind and full-circle, micro-drag in stylish golden bronze finish. With approx. 100 yds. 8-lb. line installed ..... **\$22.95**

**No. 1797.** New Heavy Duty WonderCast with double stopping power full-circle, micro-drag and smooth level-wind operation. With approx. 75 yds. 12-lb. line installed ..... **\$24.95**



### **NEW FULL-CIRCLE, ADJUSTABLE MICRO-DRAG**

New full-circle, micro-drag gives these new push-button reels smo-o-othest drag ever! You can tell at a glance which way to turn the cone for more drag... or less, instantly, gradually adjustable from snub tight to zip free... *even while fighting fish!* This new drag plus highest quality cut gears... machined flange face on the rugged, sturdy spool... superior Shakespeare construction... insure dependability and true casting reel ruggedness!

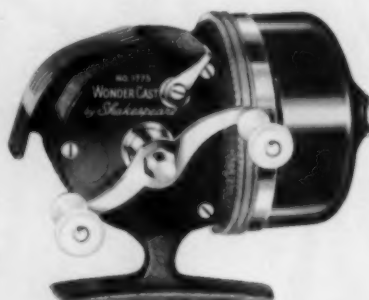
**SEE REVERSE SIDE FOR MORE PUSH-BUTTON MAGIC** ➡ ➡

**SHAKESPEARE COMPANY, Dept. INS-11, Kalamazoo, Michigan**  
Please send me a copy of the 1959 Illustrated Price List.

**MAIL  
COUPON  
NOW!**

**GET YOUR NEW  
1959 ILLUSTRATED  
PRICE LIST**

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZONE \_\_\_\_\_



**NO. 1775 WonderCast.** Charcoal. Most popular push-button reel ... now with new super-smooth full-circle micro-drag. Factory filled with approx. 100 yds. 6-lb. line ..... **\$19.95**



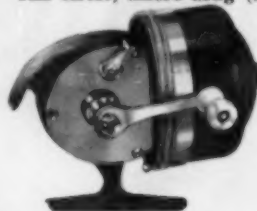
**NO. 1774 WonderCast.** Green. Economy-priced—but with all the operational ease and trouble-free performance the famous Shakespeare name assures. With approx. 100 yds. 6-lb. line ..... **\$16.50**

Through the years ... from the famous Shakespeare Marhoff to the spectacular new Push-Button Wonder-Casts, Shakespeare reels have played an important part in the average sporting goods dealer's fishing tackle profits. As always there are volume selling, volume advertised, Shakespeare reels for every type of fishing. Now, with the new line-up of salt water spinning reels ... **SIX** push-button reels ... plus ever-popular Shakespeare fly, spinning and bait casting reels ... all backed by powerful, sales-making Shakespeare advertising and promotion, you can depend on Shakespeare reels to write an even more spectacular sales and profit story for you in 1959!

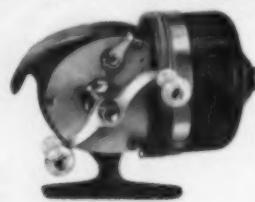


## MORE SALES POWER WITH *Shakespeare* PUSH-BUTTON MAGIC!

New stopping power for customers and fighting fish, with this exciting new line-up of sales making push-button reels. There's one to fit every fisherman's need and budget. All with Shakespeare's new super-smooth, full circle, micro-drag (as described on preceding page).



**No. 1777. Heavy Duty WonderCast**—one of the really "hot" selling reels of 1958. New full-circle, micro-drag. Deluxe golden bronze finish. With approx. 100 yds. 10-lb. line **\$22.95**. Extra spool 75 yds. 12-lb. line ..... **\$3.50**



**No. 1776. Deluxe Push-Button WonderCast.** Instantly adjustable full-circle, micro-drag. Styled for discriminating fishermen in beautiful golden bronze finish. Factory filled with approx. 100 yds. 6-lb. line ..... **\$21.95**

## NEW SHAKESPEARE SEA WONDER

From over 60 years of tackle building experience comes the know-how to make the Sea Wonder ... undoubtedly, the ruggedest heavy duty spinning reel ever made! Multiple disc clutch (of leather) insures a long lasting, super-smooth drag. Large spiral, precision cut, bronze drive gear (3.2-to-1 ratio) for quiet smooth operation and quick retrieve. Many other outstanding engineering and quality features, instantly recognizable for top sales appeal.



**No. 2080 Cap.** 250 yds. 12 lb. line **\$39.95**.  
**No. 2090 Cap.** 250 yds. 20 lb. line **\$45.00**.

## TIME PROVEN BEST SELLERS — STILL PROFIT MAKING FAVORITES!



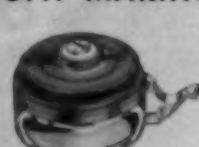
**NO. 1964 Marhoff.** Its distinctive design and time honored performance are recognized and cherished by expert fishermen everywhere. Automatic thumb casting drag. Cap. 100 yds. 15-lb. test, (50 yds. with arbor) ..... **\$17.00**



**NO. 1970 Stainless steel President.** Direct Drive with L.Q.T. (Lighter, Quieter, Tougher) nylon gears. Carbide bushings—the ultimate in casting reel quality. Cap. 100 yds. 15-lb. test, (50 yds. with arbor) ..... **\$37.50**



**NO. 1928.** New golden bronze Direct Drive bait casting reel with famous L.Q.T. (Lighter, Quieter, Tougher) nylon gears, stainless steel bearings. "Automatic thumb" feature. Capacity 100 yds. 15-lb. test (50 yds. with arbor) ..... **\$13.50**



**NO. 1836 Bronze.** Trout Deluxe Automatic Fly reel. Safety button lock prevents accidental line pickup. Free-stripping! Chromed line guards for right or left hand use, tempered steel spring. Cap. 80 yds. "C" line, 34 yds. "D" ... **\$15.00**



**NO. 1870 Deluxe Spin-Wonder.** Sporty, bronze level-wind for under-the-rod spinning. Outstanding, proven engineering features for years of trouble-free performance. With approx. 100 yds. 6-lb. line ..... **\$24.95**

ALL BACKED BY BIGGEST ADVERTISING CAMPAIGN IN TACKLE INDUSTRY

## Detroit Harvester Forms Power Mower Subsidiary

A COMPLETE new line of power mowers will be offered for the '59 season with the formation of a new subsidiary by the Detroit Harvester Co. The new division will be known as the Lawnmaster Co. and will have its offices in Richmond, Ind.



Joseph Louda

The Lawnmaster Co. plans to offer a complete line of competitively-priced mowers including both reel and rotary models. Initially, according to Lawnmaster sales executives, the firm will offer seven models: 19", 22", and 24" rotary mowers; 22" and 24" self-propelled rotaries; a 20" reel model and a 24" riding mower. The complete line will be exhibited for the first time at the Hardware Show in New York.

A large, fully equipped plant in Richmond will produce the new line. The sales force will be headed by Joseph Louda, formerly sales manager of Moto-Mower, Inc.

Offices of the Lawnmaster Co. are located at 610 South H St., Richmond, Ind.

## Carbide Tool Co. Opens Warehouse in Atlanta

THE NEW ENGLAND Carbide Tool Co., of Medford, Mass., announces the opening of a warehouse and service center in Atlanta, Ga.

Sales representatives include Gower and Co., Charlotte, N. C., for the Virginia, North and South Carolina area; Philip Vest, John-

son City, Tenn., serving West Virginia, Kentucky, and Tennessee; Charles Allen, Atlanta, for Georgia, Alabama, and Mississippi; and Lee Hewitt, Miami, serving the Florida territory.

## Owner of Kennedy Enterprises Dies

MRS. MARIE HUTTON Kennedy, owner and operator of the Kennedy Hardware and Kennedy Farm Equipment Co. of Barnesville, W. Va., and also associated in the Kennedy Hardware in Wheeling, died July 17.

She is survived by her husband, George B. Kennedy; and two sons, Robert H. and William B., both of Wheeling.

## Field Reps Appointed by Dennis Mitchell

GAMBLE-JACKSON Co., of Dallas, Texas, and T. J. Carroll Co., Memphis, Tenn., have been appointed field representatives for the Housewares Division of Dennis Mitchell Industries, Irving Berlin, president, announced.

Gamble-Jackson will cover Texas and Oklahoma, and T. J. Carroll Co. will cover the Tennessee, Arkansas, Louisiana, and Mississippi territory.

## Hank Bruns Co. Appointed Rep for Dadson Tackle

HANK BRUNS, head of the Hank Bruns Co., manufacturers' representatives, announces that his company has been appointed exclusive sales representatives for Dadson Tackle Co. of Milwaukee, Wis.



Hank Bruns

Dadson produced the Rava line of rods some years ago. The rod line will start with low end numbers and go up to luxury items. The Dadson rods, as with all other Bruns' lines, will be sold to selected wholesalers.

The Bruns' agency moved recently from Newnan to 2450 W. Wesley Rd., N. W., Atlanta 5, Ga.

## Texas Firm Top P & C Distributor



The Merrow-Thomas Hardware Co., Amarillo, Texas, led the nation's hardware wholesalers in sales of P & C tools in 1957. In recognition of the honor, the company received a bronze plaque from A. L. Platky, P & C vice-president and sales manager. From left: Don Gates, Merrow-Thomas secretary-treasurer; Fred Sullivan, vice-president and sales manager; Jack Husbands, executive vice-president and general manager; Platky; E. A. Cox, Amarillo district manager for P & C Tool Co., and R. C. Riche, Dallas, P & C regional sales manager.



another milestone in measuring tapes!

*Evans* **KING-SIZE**  $\frac{3}{4}$ " Blade

**POWER-TAPE**



**STOPS WHERE YOU WANT IT!**

**POWER AT YOUR FINGERTIP!** Press Button... Blade Returns Smoothly. Release Button... Blade Stops Instantly.

### ◀ STANDS ERECT FOR VERTICAL MEASURING

Another Evans first! A "KING-SIZE" measuring tape that stands erect and makes hard-to-reach overhead measuring easy—NOW combined with patented "controlled speed blade return"! This new principle in steel measuring tapes eliminates pushing blade back into the case... stops "creep". All models with chrome-plated inside-outside case; giant sliding end-hook; replaceable blade, marked in both inches, and feet-and-inches.



Priced only pennies more than ordinary push-pull tapes!  
KP10W—10ft. \$2.79 KP12W—12ft. \$3.29

**Evans** RULE CO.

Elizabeth, N. J. • Montreal, Quebec



**World's Largest Manufacturer of Steel Measuring Tapes**



Each tape is packed in a sparkling, transparent Tenite "Peg Board" bubble, with magnifying lens in lid!



# NEW REVERE *products... packages... promotions... for* FALL!

These new Revere Ware Products mean *more business for you* this Fall and Winter—because there are no other products like them on the market today! Get to know them *now!*

## Gleaming new Revere Ware Roast 'n Broil Pan in Solid Stainless Steel.

Big enough for an 18-lb. turkey (16" x 12" x 2")! Rack grips any size meat—or sets flat for broiling. Drop-type end handles... rounded corners... easy-to-clean, handsome 18-8 stainless steel... all will delight any woman. A real profit-maker! Gift packaged to retail at

No. 2448 **\$14<sup>95</sup>**



**REVERE WARE BEVERAGE SERVER.** Solid stainless steel with black Bakelite handle and spout. Keeps liquids hot over a low flame. Open spout readily accepts ice cubes. No. 2242 **\$4<sup>95</sup>**



**REVERE WARE STAINLESS STEEL CANNISTER SET.** A new set of four Tel-U-Top® canisters in stainless steel. These are the sizes that are preferred by most housewives. No. 837 **\$17<sup>50</sup>**



**REVERE WARE 10-CUP PARTY PERCOLATOR.** Copper-clad stainless steel. Newly-designed body with broader base. And there's a new solid Bakelite handle for easier pouring. No. 1530 **\$13<sup>95</sup>**

*Prices shown above recommended by manufacturer.*

## and...

### NEW PACKAGING FOR NEW PRODUCTS

Revere Ware's new Buffet Service and Roast and Broil Pan are presented in smart, colorful packages. Carry-home handles eliminate wrapping costs.



**REVERE COPPER AND BRASS INCORPORATED**

*Rome Manufacturing Company Division*

Rome, New York • Clinton, Illinois • Riverside, Calif.



# NEW! LOW PRICE LANGLEY SUPER SPINREEL!

## *Langley* "777"



HAS LANGLEY'S  
TWO-POINT SHAFT  
SUSPENSION

HAS THE LANGLEY  
DOUBLE-MATIC FEATURES  
1. Automatic anti-reverse  
2. Automatic self-centering

For the first time—at a new low price—this new economy spinreel brings famous Langley features within the scope of every budget-minded sportsman. Model 777, finished in a beautiful crackled gray and green... has fine balance and increased durability.

ADVERTISED PRICE

**\$13<sup>95</sup>**

LANGLEY CORP. DEPT. 14, 310 EUCLID AVE.,  
SAN DIEGO 12, CALIFORNIA



## FOOT VALVES

EIGHT SIZES...  
many leading pump  
manufacturers use Strataflo  
as original equipment.

## Won't Stick... Don't Leak

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. Strainer won't clog or corrode. They are ideal for jet-type pumps. Write for Bulletin 203.

**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE, INDIANA



**SANI-CAN**

## the Multi-Purpose WASTE RECEIVER

Every model in the complete line of SANITARY WASTE RECEIVERS is designed for a purpose. Careful planning, based on proven sales records, provides you with only the fast-moving, top-selling models. There is no profit loss from "dogs" or year-end "dumping" . . . SANI-CANS are in

demand throughout the year, season after season, with steady, year-round profits for you. Every home, store, shop and office needs one or more modern SANI-CANS for convenient disposal of waste or litter. A SANI-CAN for every purpose brings bigger profit opportunities for you.



SANI-CANS offer a choice of standard open and patented step-on models, in popular sizes and attractive decorator colors, white, chrome and copper plate finishes, that command attention and compel buying action. See the SANI-CAN men in your locality or write the factory for prices, discounts and delivery schedules TODAY.

**SANITARY RECEIVER CO., INC.**  
Dunkirk, N. Y.

*The Original Step-On Receiver*



# INDUSTRY NEWS

(Continued from page 19)

## McKinney Adds New Rep for New Orleans Area

ALAN E. RYDER recently was named as an additional sales representative in the New Orleans area by McKinney Manufacturing Co., Pittsburgh.



Alan E. Ryder

He joins McKinney's established representative, Harold Toop, in promoting the sale and distribution of the firm's full line of hardware to hardware wholesalers, consultants, and building supply dealers serving the Southern Mississippi Valley.

Ryder, a graduate of Columbia University School of Architecture, formerly was associated with Goldstein, Parham and Labouisse, New Orleans; W. I. Rosamond, Gulfport, Miss.; Eggers & Higgins, and Skidmore, Owens & Merrill in New York.

## Shopsmith-Choremaster Sales Forces Combine

THE FIRST COMBINED sales meetings of the field sales forces of the former Magna Power Tool Corp. and Weber Engineered Products Companies were held recently in Cincinnati, Ohio. Both companies were acquired in the spring of 1958 by Yuba Consolidated Industries, Inc., San Francisco, and subsequently merged. The home offices of the new company, known as Yuba Power Products, Inc., a subsidiary of Yuba Consolidated Industries, Inc., are located in Cincinnati.

Charles Anderson and Jack Herrick of the Yuba Consolidated staff, and John Snowball, Joseph Ludwick, and Kenneth Woolley of the Yuba Power Products staff were in charge of the combined sales meetings.

## President of Stearns Hardware Succumbs

E. WHIT STEARNS, 69, president of the F. C. Stearns Hardware Co., Hot Springs, Ark., passed away August 2.

Mr. Stearns was a native of Hot Springs. He had been president since 1937 of the wholesale organization which was founded by his father, F. C. Stearns, in 1880.

## Frank & Forrest Johnson Adds Poage to Staff

FRANK & FORREST JOHNSON, manufacturers' representatives in Oklahoma City, Okla., announces the appointment of Scott A. Poage, Austin, Texas, to its staff. Poage was with American Chain & Cable Co. for 15 years, and then operated his own travel agency business for three years in Austin.

## Thayer to Represent New Lawnmaster Co.

The appointment of W. L. Thayer as regional sales manager is announced by the Lawnmaster Co., Richmond, Ind., recently formed subsidiary of the Detroit Harvester Co.



W. L. Thayer

Thayer, formerly with Moto-Mower, Inc., will represent the new power mower manufacturer in the Southeastern area and will headquarter in Atlanta, Ga.

## Wood Holds Annual Sales Conference



Product refinements and market-planned promotions were top topics of The Wood Shovel & Tool Co.'s annual sales meeting held recently at the firm's Piqua, Ohio plant. District managers and executives attending were, left to right, 1st row: V. G. Scott, vice-president, sales; E. D. Marvin, vice-president and treasurer; W. B. Wood, president; Britton B. Wood, executive vice-president; R. E. Navy, vice-president, production. 2nd row: D. B. Cochran; H. R. Eshelman, vice-president, Rock Falls Plant; J. H. Cochran; D. F. Peck, purchasing agent. 3rd row: A. C. Brauer; J. M. Detweiler; R. E. Spahn; Art Frame, vice-president, Artwood Plant; T. A. Jacobs. 4th row: W. W. Bender; W. H. Waldman; R. E. Fultz; E. J. Prior; W. D. Peabody, sales manager; and Hal Juckett, assistant sales manager.





**GRABLER** Package-Protected Fittings — known for dependability

Dependable Distribution from these Warehouses:  
New York • Philadelphia • New Orleans  
Atlanta • Pittsburgh • Cincinnati • Dallas  
Chicago • St. Louis • Detroit • Denver  
Minneapolis • San Francisco • Los Angeles

## **GRABLER SQUARE "GEE" PIPE FITTINGS**

ORDER FROM YOUR WHOLESALER

The GRABLER



Manufacturing Co. • 6565 Broadway • Cleveland 5, Ohio

## Baird Co. to Represent Chicopee in Southeast

G. M. BAIRD & Co., manufacturers' representatives in Memphis, Tenn., has been named to represent Chicopee Fiberglass Screening in eight southeastern states, it was announced recently by George H. Day, II, vice-president and manager of screening sales for Chicopee Mills.

The Baird organization will represent Chicopee in Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Mississippi, and Kentucky.

A three-man sales group—Southeastern District Manager I. W. Williams, second in command to Geren Baird, Jr., president; Robert N. Archer, Jr.; and William Ira Welker—comprises the Baird organization.

◇

## J. R. Clark Co. Elevates Two to New Sales Posts

THE J. R. CLARK CO., Spring Park, Minn., makers of Rid-Jid ironing tables and other housewares products, recently announced the promotion of Philip Samson to the position of director of sales, and the appointment of Winslow P. Johnson as assistant director of sales.



Samson

Johnson

Samson joined the Clark organization approximately 10 years ago as eastern sales manager. In 1955, he was appointed assistant director of sales, serving under C. E. Belanger.

Johnson joined the company in 1949 as assistant purchasing agent. Later he served as assistant advertising and promotion manager and then was promoted to district sales representative.

## Jacobsen Appoints Stuart H. Brown

THE JACOBSEN Manufacturing Co., Racine, Wis., announces the appointment of Stuart H. Brown as district sales manager for Oklahoma, Kansas, New Mexico, and

Colorado.

Brown has served as power mower salesman in the Southwestern section of the country for the past seven years. Prior to this time he was associated with the Industrial Truck Division of Clark Equipment Co. for 11 years.

## CONVENTION DATES

**American Hardware Mfrs. Assn.** joint annual convention with the **National Wholesale Hardware Assn.**, Oct. 5-8, Atlantic City, N. J. Headquarters Marlborough-Blenheim Hotel. Arthur L. Faubel, AHMA secretary, 342 Madison Ave., New York 17. Thomas A. Fernley, Jr., NWHA managing director, 1900 Arch St., Philadelphia 3, Pa.

**National Hardware Show**, Sept. 29-Oct. 3, Coliseum, New York City. Sponsored by National Hardware Show, Inc., 331 Madison Ave., New York 17, Frank Yeager, director.

**National Wholesale Hardware Assn.** joint annual convention with the **American Hardware Mfrs. Assn.** Oct. 5-8, Atlantic City, N. J. Headquarters Marlborough-Blenheim Hotel. Thomas A. Fernley, Jr., NWHA managing director, 1900 Arch St., Philadelphia 3, Pa. Arthur L. Faubel, AHMA secretary, 342 Madison Ave., New York 17, N. Y.

### State Conventions

**Alabama**, convention and exhibit, Feb. 16-17, Battle House and Admiral Semmes Hotels, Mobile. Secretary, Charles Giles, 407 N. 23rd St., Birmingham.

**Arkansas**, convention and exhibit, Feb. 15-16, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 402 Rector Bldg., Little Rock.

**Carrollas**, convention and exhibit, Feb. 24-26, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Secretary, Martin F. Kaelke, P. O. Box 6215, Charlotte 7, N. C.

**Florida-Georgia**, convention and exhibit, Mar. 22-24, Robert Meyer Hotel, Jacksonville, Fla. Executive Manager, W. W. Howell, P. O. Drawer 1000, Waycross, Ga.

**Missouri**, convention and exhibit, Jan. 27-29, Chase Hotel, St. Louis. Executive Secretary, Fred Boemer, 2311 Hampton Ave., St. Louis 10.

**Oklahoma**, convention and exhibit, Feb. 22-24, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

**Tennessee**, convention and exhibit, Feb. 8-9, Fair Grounds Coliseum, Nashville. Secretary, Charles G. Brown, P. O. Box 784, Nashville.

**Kentucky**, convention and exhibit, Feb. 15-17, Kentucky Hotel, Louisville. Secretary, Edward H. Keiley, 501 Republic Bldg., Louisville 2.

**Louisiana**, convention and exhibit, Jan. 18-19, Capitol House, Baton Rouge. Secretary, David O. Mansfield, Box 1696, Jackson, Miss.

**Mississippi**, convention and exhibit, Feb. 22-23, Heidelberg Hotel, Jackson. Secretary, David O. Mansfield, P. O. Box 1696, Jackson.

**Texas**, convention and exhibit, Jan. 11-13, Memorial Auditorium, Dallas. Statler Hilton Hotel headquarters. Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

**Tri-State**, convention and exhibit, Feb. 8-10, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, 1408 Fourth Ave., Canyon, Tex.

**Virginia**, convention and exhibit, Feb. 8-10, Hotel Roanoke, Roanoke. Secretary, George T. Omohundro, Jr., Scottsville.

**West Virginia**, convention and exhibit, Feb. 22-24, Daniel Boone Hotel, Charleston. Managing Director, James C. Fielding, 1628 McClung St., Charleston 1.

# the NEW-born

# Excellos

a  
clear cut  
case  
for

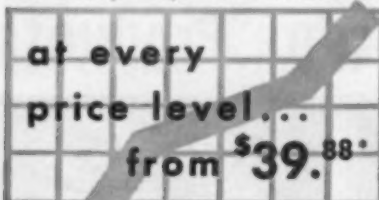
# PROFIT



MODEL 2209  
22" CUT 2.5 H.P.

Still the performance leader and now the new price champion . . . rugged, aluminum-alloy deck of lasting construction . . . NEW, positive quick-set cutting height adjustment . . . NEW, Excello-matic choke-run-stop finger-tip throttle control . . . NEW, stand-up, snap-on chrome handle with hill-holder safety lock . . . and NEW tornadic power . . . EX-CELLO, the power mower with built-in sales appeal.

Guaranteed for one full year . . . backed by a nation-wide system of authorized service dealers.



\*suggested list price

the LINE . . . the FEATURES  
the PROMOTION . . . the DEALER PROGRAM

All the best in the most complete line of power mowers ever offered . . . steel and aluminum-alloy decks, 2 cycle or 4 cycle engines, 2 HP to 5.5 HP, walking types and self-propelled rotaries, reels and riders . . . blanketing the entire power mower field, and priced from \$39.88 . . . EX-CELLO has them all!

PLUS . . . traditional EXCELLO quality, sales-exciting appearance and unexcelled performance. PLUS . . . these dealer extras: QUANTITY DISCOUNTS, EARLY BIRD BONUS, Big Margin DEMONSTRATOR DEAL and the quick-cash, fast service, DEALER FINANCE PLAN . . . EXCELLO has the line, the promotion and the dealer program for PROFIT in '59.

15 NEW MAGIC-SELL MODELS



ROTARIES

RIDERS

REELS

S-229  
22" CUT  
STEEL DECK

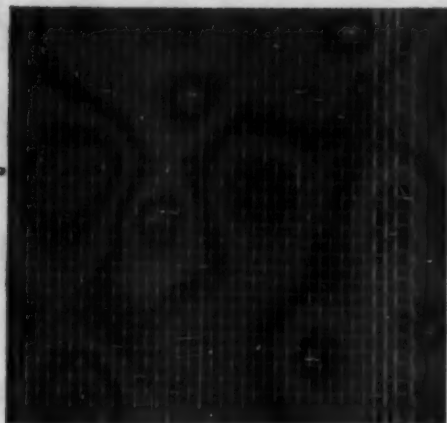
19" 21" 22" 24" . . . 2 CYCLE AND 4 CYCLE ENGINES  
ALUMINUM-ALLOY AND STEEL DECKS

CALL YOUR DISTRIBUTOR OR WRITE TO

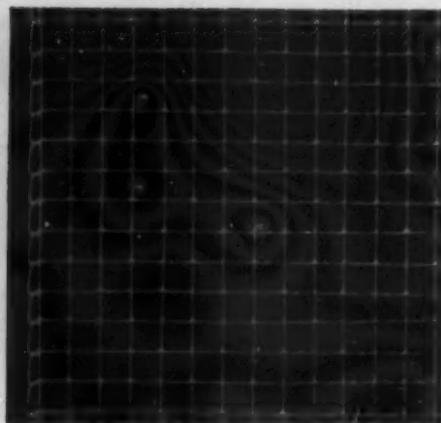
## HEINEKE & COMPANY

SPRINGFIELD, ILLINOIS

*lawn mowers have been our business for 33 years*



**INSECT SCREENING—**  
Aluminum, Bronze, Fiberglass and Galvanized Steel



**HARDWARE CLOTH**

**Red Tag says: "A name brand like CYCLONE makes hardware products easier to sell."**

**Cyclone Hardware Products** help your sales in two ways:

First, Cyclone Hardware Products are fine quality. They are built to look good . . . to give long, dependable service . . . to assure you pleased customers who will return to your store for more of those same fine quality Cyclone Products.

Second, the USS Label is well known and widely recognized as a guide to good

merchandise and service. This customer acceptance will pay off for you when the *USS Label* appears on all your Cyclone Hardware Products.

So stock up . . . and display the Red Tag Label. Get in touch with your jobber salesman today. He can give you the complete details on all Cyclone Hardware Products, plus good tips on merchandising and displaying these products.

## **USS Cyclone "Red Tag" Hardware Products**



**LAWN FENCE and GATES**



**FLOWER BED BORDER**



**CATCH-ALL BASKETS**

**Cyclone Fence Department  
American Steel & Wire  
Division of**



**United States Steel**

Waukegan, Illinois • Sales Offices Coast-to-Coast • United States Steel Export Company, Distributors Abroad



# GREATEST ADVANCE IN ACCURACY IN 17 YEARS



with easiest-to-read dial in bath scale history!

## DETECTO '99'

**NEW MECHANISM** — for the greatest accuracy story ever! Detecto's *stabilized* mechanism, guaranteed by patent, is actually suspended from the case...records weight with watchmaker precision even on *soft carpets and uneven floors!*

**NEW DIAL** — No more squinting or squatting. Detecto's 4-inch Hi-Fi dial is the *largest* in bath scale history!

**NEW STYLING** — Slim, smart, modern... styled by noted designer, Harry Preble, Jr. Beautiful, stain-proof Mylar mat cleans with just a whisk of a damp cloth.

**NEW PROFIT** — At only \$10.95\* retail, Detecto '99' will rack up volume sales and extra profits! Stock it! Push it! Promote it!

To retail at only \$10.95\*

Detecto's profitable line of color-matched scale and vinyl hamper ensembles produces greater volume and larger unit sales!



\*Slightly higher west of the Mississippi

DETECTO SCALES, INC. 540 Park Avenue, Brooklyn 5, N.Y.

For complete information, write Detecto Scales, Inc., or contact representatives —  
W. Jacobson, Chi., Ill. • J. J. Firestone, Los Angeles, Calif. • R. Custred, Birmingham, Ala. • A. Littlejohn, Baltimore, Md. • J. McElroy, Boston, Mass. • R. P. Ingram, Kansas City, Mo.  
Diwalt Sales, Toronto, Canada • D. U. Parker, Dallas, Texas • J. Goldner, F. Daub, New York • J. Ramsey, Denver, Colorado • T. J. Carroll, Memphis, Tenn. • P. N. Smith, Seattle, Wash.

THERE IS ONLY ONE DETECTO

# UTICA

## hand tools



### stock UTICA for this man!

He may be a white collar worker, a skilled mechanic, an engineer. Whatever his occupation, he knows *how* to fix a power mower, mend a toy—takes great pride in doing things *right*. He is your best customer. He knows hand tools and he wants the best. Utica quality! All Utica pliers, wrenches and other hand tools are drop-forged from fine steel for maximum strength. Induction hardened for great durability. All are backed by famous full guarantee. Talk to your distributor and stock Utica. There's profit in quality.

**SELL UTICA...** *the tools the experts use!*

Hallmark of Quality since 1895



UTICA DROP FORGE & TOOL DIVISION • KELSEY-HAYES CO., UTICA 4, NEW YORK

# POINT - OF - PURCHASE DISPLAYS TO ASSUME NEW IMPORTANCE FOR **SOUTHERN HARDWARE** READERS IN DECEMBER

The December issue of SOUTHERN HARDWARE will feature a special Directory of sales and merchandising aids available to dealers during 1959.

This Directory will bring forcefully to the attention of retailers and wholesalers the various sales aids available . . . it will encourage a more widespread use of these sales aids on which manufacturers are spending much time and money perfecting and promoting.

The competition for sales of hardware products from other lines of trade, plus heavy imports of foreign products makes

it essential for hardware retailers to intensify sales and promotional effort if normal profits are to be maintained on domestic lines.

One of the areas in which the greatest improvement can be made with the least effort is in the effective use of sales aids at the point-of-purchase.

These sales aids (display fixtures, counter merchandisers, dispensers etc.) will be pictured and described in a special section so designed that hardware retailers and wholesalers will want to keep it on hand for continuous use and reference during the year.

## **READ SOUTHERN HARDWARE** ***Every* MONTH!**



WOOD SCREWS

STOVE BOLTS

TAPPING SCREWS

**IN FASTENERS  
SOUTHERN  
IS**

# quality

MACHINE SCREWS  
& NUTS

DRIVE SCREWS

CARRIAGE BOLTS

Dealers and customers alike appreciate value in today's quality-conscious market . . . In fasteners, the line of stock is the line that sells fastest—and that's Southern Screws and Bolts.

Your customers know from Southern's national ads that all Southern fasteners are USA-made to highest standards of quality. This means that where fasteners are concerned, your customers are pre-sold on Southern.

Stock the quality line that creates quality traffic in your store. Stock Southern—the line with the copyrighted EZ to C® time-saving, fool-proof labels!

*Write for our new Package Stock Guide*

**Address: Southern Screw Company**  
P. O. Box 1360, Statesville, North Carolina  
Warehouses: New York, Chicago, Dallas, Los Angeles  
**Sold Through Leading Wholesale Distributors**






# Here's a hot idea for Christmas business

and you get the tape rule free



 You've seen "His and Hers" towels, car tags and other popular gift items. People love 'em—and they're real profit makers.

Now Lufkin brings some of this appeal and profit to *your* store in a new Christmas gift box with this 50-foot Lufkin Banner tape for "him" and a quarter-inch Lady's Man tape rule for "her". It's a great idea.

Best of all—you pay for the tape only. You get the rule *free*! (It retails for \$1.10.)

We're advertising it nationally in *Saturday Evening Post*, *Popular Science* and *Popular*

*Mechanics* . . . because it's something you can really run with this Christmas. When you see shoppers wondering what gift to give the family next door . . . suggest this "His and Hers" set. Or a gift from the kids to dad and mom.

Almost any name on your Christmas list would appreciate something as whimsical and as practical as this Lufkin gift set.

This terrific gift retails at \$5.29, including packaging! Smart. Practical. Profitable. Order now from your wholesaler—and have a Merry Christmas. (Businesswise, too!)



**THE LUFKIN RULE COMPANY**  
TAPES • RULES • PRECISION TOOLS  
SAGINAW, MICH. • MIDDLETOWN, N. Y. • BARRIE, ONT.

# DIXISTEEL Nails Now Come In Modern 50 lb Caddys



Hundred-pound nail containers have gone the way of old-fashioned kegs! We're no longer packing nails that way. Now every type, size, and finish of top-quality DIXISTEEL Nails come only in the handy 50-pound Nail Caddy. It is strong, durable, and weather-proof. It is far more convenient and easier to handle — both for you and your customers.

## ORDER **DIXISTEEL** NAILS FOR EVERY NEED

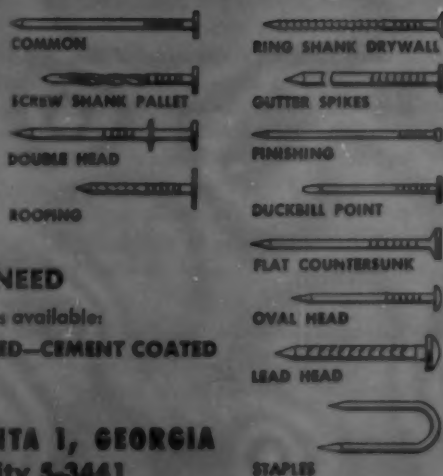
Here are a few of the many types available:

**BRIGHT—GALVANIZED—BLUED—CEMENT COATED**



Made Only by

**ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA**  
P. O. Box 1714      TRInity 5-3441



## *Please Handle the Merchandise!*

This dealer has tailored his operation to encourage the particularly effective "see and touch" sales technique

By Margot Mejia



**S**EE, TOUCH, BUY—this is an unbeatable sales technique in most any retail business, but especially in a hardware store. A craftsman wants to feel whether or not a particular tool fits his hand. A do-it-yourselfer often has to look at a hinge or fitting to know if it will suit his purpose.

The "how" of displaying thousands of hardware items can be a weighty problem. True, wholesalers and suppliers can provide a dealer with stereotyped plans and fixtures, but more often it's a task with which a dealer must grapple. Because of his differences in stock, the store layout and his customers' habits, the hardware store owner or manager finds that he must join either the do-it-yourself ranks or at least do his own display designing.

"No touch-me-not merchandise" is the slogan of the Charles F. Davis hardware store. As the gentlemen above looks at hammers, the sales-lady invites him to "Try this one for size," and a sale results. Lady, at right, browses leisurely, caressing the beautiful giftware. Here, too, a sale will follow





A neat display of cumbersome chain is sized and positioned to facilitate selling

Through the use of labeled steel bins for small items, salesman has no difficulty locating them

Hardwareman Charles P. Davis of Austin, Texas, has been planning his store fixtures for some 12 years. His first store, a downtown location, was selected largely because it had carried this merchandise for nearly 100 years. Even though Davis faced the difficulty of cramming a huge stock into an antique building, his efficient planning made the most of the surroundings. By using all three floors, he was soon able to streamline hardware shopping for the many businessmen who darted in during their lunch hours.

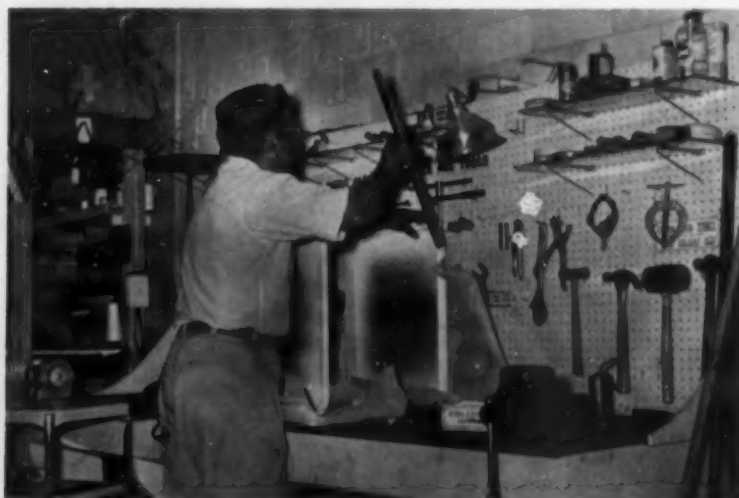
Becoming more and more intrigued with store design, Davis

visualized a modern building where he could go all out with his ideas. In 1954 he opened the second Charles P. Davis hardware store in an outlying section of the city. In addition to the usual lines of hardware and outdoor merchandise, the new store devotes about a third of its space to gifts and housewares. A rapidly-growing sporting goods section occupies a smaller portion. The cashier and

check-out counter near the front door is designed to speed up self-service and also can be used as a welcoming point for customers who wish the services of a salesman. A storage area and workshop complete the layout.

Of the many ingenious fixtures which Davis and his employees have worked out, the rope section usually attracts the most attention,

(Continued on page 72)



One of store's many ingenious fixtures is the rope section where, in one compact unit, several sizes of rope can be pulled up from holes in the floor and fed into cutter. Orderliness continues in workshop, above; tools kept in place



# Salesmen, *or money changers?*

**In some stores salesmen sell hard and effectively. In others they fall down because they don't know how. What's it like in your store?**

**T**HERE IS a prosperous independent retail hardware store in the South in which the owner declares with candor that he holds no sales meetings, needs no sales meetings. All he needs, he says, is enough personnel to take the money proffered by customers.

In his case, he speaks the truth. His location is incomparable. People in his trade territory have the money and they still spend it. Even if there is an occasional visible deficiency in product knowledge among sales personnel.

But — sales-minded individuals who have occasion to put the microscope on retail hardware sales personnel, in a survey of limited scope, often wonder audibly if, in all hardware stores, these people are salesmen or money changers.

For one reason or another, merchandising surveys are constantly being made, of the quality of selling in various fields. So it is not surprising to hear an occasional indictment of retail selling in hardware stores.

One such indictment of hardware store selling was made publicly in Little Rock, Ark., two or three years ago and was recently recalled by Al Pollard, head of the Brooks-Pollard Co., advertising agency of that city. The incident

had only local publicity at the time, so it bears reporting here.

Pollard was discussing the possibility of one of his clients using advertising space in a hardware publication. His attitude was one of frank doubt and he explained why. His personal experience with retail hardware selling in Little Rock had convinced him that hardware sales personnel could not or would not sell the product.

"The Arkansas Retail Hardware Association had invited me to address the annual convention," he recalled, "and to get some material for this talk, I decided to make a personal observation of hardware store selling.

#### Tests Selling Effort

"The time was February, when there is much thinking and some promotion behind the idea of annual clean-up, paint-up and general maintenance of the home by the householder.

"So I presented myself at one of our hardware stores and represented myself as a householder who wanted to fix up the house—paint, calk, putty—whatever was necessary. I pretended to be ignorant of my needs, and placed myself entirely at the mercy of the clerk in this hardware store.



"Details of the transaction at this first store are unimportant. It is sufficient to relate that the salesman had little imagination or aggression, for he let me walk out of that store after selling me one inadequate and inexpensive paint brush."

Pollard then went to the second hardware store, another of good repute. Here he again put himself at the mercy of a salesman, making it plain that he was wide open for the purchase of any reasonable amount of merchandise. However, the score in favor of retail hardware selling improved but little. Pollard left that store with one paint brush and one can of paint.

"Next I went to a chain store," said Pollard.

"It need not be identified by name, for it is a by-word wherever and whenever merchandising is discussed. A clerk approached me and again I went into my act, making myself a set-up for the sale of anything and everything in the category of merchandise neces-

*(Continued on page 76)*



Owner C. S. Ray stocks about 100 different patterns of gas heater radiants — checks here to fill customer's order. Exterior of store is shown below

By Lynn F. Snoddy

# **\$15,000 Annual Volume**

*... from gas heater radiants*

**Individuals — used furniture dealers — stove repair shops — numerous others recognize Ray's as headquarters for radiants**

**W**HEN A HARDWARE store with comparatively small floor space attains an annual volume of \$15,000 on such a small item as gas heater radiants, it is a considerable accomplishment. Such a volume is reached regularly by Ray Hardware Co., Shreveport, Louisiana.

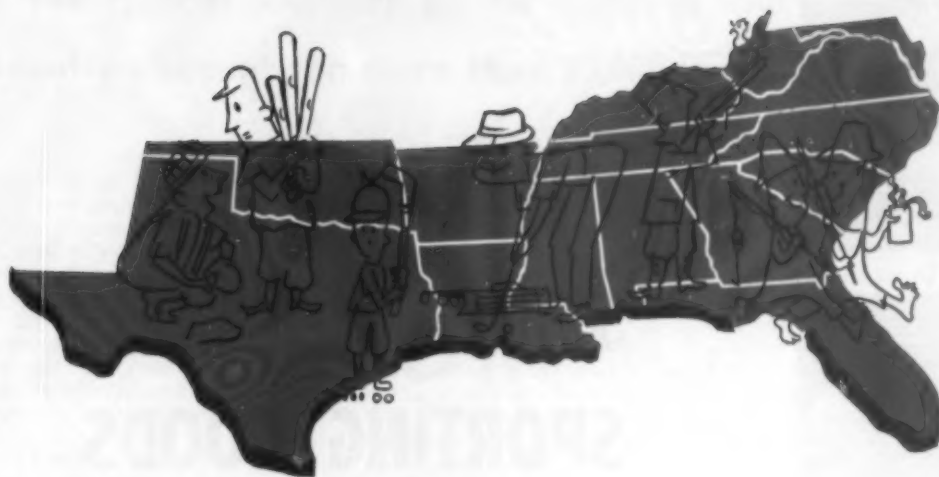
According to C. S. Ray, owner and operator of the store, there are approximately 900 different patterns of heater radiants. Obviously the stocking of all those patterns is impractical, so after years of experience in the line, Ray has streamlined the stock so as to be able to serve most customers with a stock of about 100 different patterns. Samples of approximately that number are displayed back of the counter, making it easy to match the broken ones brought in by customers.

A hundred heater radiants make an attractive display and to a casual observer they might appear to



be the entire stock but that's not the case at Ray Hardware. On shelves below the display are about 500 more radiants in cartons, "just counter stock," according to Ray.

"We keep our working stock back here," he said, opening a door at the rear of the store and disclosing a long rack filled head high  
(Continued on page 76)



## THE SOUTHERN MARKET FOR SPORTING GOODS

### A Continuing Opportunity for Dealers

Mr. Southern Hardware Retailer, few lines available to you offer greater opportunity for business growth and added profits than sporting goods. As the direct result of added leisure time and steadily increasing personal income, the market for these products down South continues to expand. Unless your sales in this line are accounting for a major share of annual volume you may be out of step with your fellow southern dealers who have capitalized on this opportunity. A recent survey of southern dealers by this publication, (the detailed results of which are given in the following pages) showed that 93% of southern hardware retailers handle sporting goods. For the typical dealer the line accounts for more than \$9,000 annually. Assuming your location is suitable, the sales potential is too good to be ignored.

Consider for a moment the fact that the nation has more than 20 million active hunters, upwards of 30 million fishermen, and an army of boating enthusiasts numbering more than 43 million. To this potential may be added the millions engaged in virtually every other sport and outdoor recreational activity. The market is there for those who want to go after it. Some effort is required, of course. Merchandise should be carefully selected and displayed with imagination. Product knowledge is a must, and a love of sports helps. Above all, the line should be intelligently promoted: in other words, be ready for the seasons. Following articles in this special section examine the market possibilities and tell how a number of southern dealers have made the line pay off in added volume and profits.



# THE RETAILER'S STAKE IN SPORTING GOODS

Southern Hardware  
TRADE SURVEY

**I**N A NATIONAL way of life that places ever-increasing emphasis on leisure time, sporting goods have become firmly established as a major volume line for the typical southern hardware retailer. An extensive survey conducted recently by SOUTHERN HARDWARE among several thousand dealers in the South and Southwest revealed that for the typical dealer annual volume from sporting goods averaged an impressive \$9,463.

This significant figure is but the outgrowth of a trend that had its beginning in the period immediately following the close of World War II and has continued without interruption ever since. In the very beginning, countless numbers of dealers recognized the market potential, established sporting goods departments, capitalized on this pent up demand, and profited accordingly.

Meanwhile, more and more dealers in the years since have

recognized the sales potential until the line has grown to its current position of major importance in the operations of southern dealers. Of the hundreds of dealers who replied to the survey, 93% handle sporting goods.

This situation was highlighted in the results of the survey, made by this publication to determine just exactly how important sporting goods are in the operations of southern dealers. Every effort was made to obtain figures truly representative of the southern market. Questionnaires were sent to dealers in towns and cities of all size—from the metropolitan centers to rural areas containing no more than a few hundred people.

## Average Sales Top \$9,000

Consequently, the high average sales figure of more than \$9,000 seems all the more notable. Even this remarkable average would have been higher had every return

been tabulated. However, several returns which indicated something more than retail operations were thrown out.

Perhaps nothing reflects the importance of the line more than answers to the survey question which asked dealers to give the percentage of their total sales which sporting goods account for annually.

As might be expected, the replies to this question were varied, ranging from one to as high as 50 percent. When averaged out these figures show that for the typical dealer sporting goods account for 13 percent of annual sales.

A breakdown of the various replies here emphasizes further the sizable potential of this line for southern hardware retailers. For example, of the total number of dealers participating in the survey, 30% indicate that sporting goods account for from 10 to 14% of annual sales; 20% stated that



## For the typical southern dealer sales of sporting goods presently account for more than \$9,000 in annual volume

sporting goods sales amount to from 15 to 20% of annual volume; for 8% sporting goods are in the 21 to 25% range; while for 9%, sales of this merchandise represent as much as 26 to 50% of total volume.

For a majority of reporting dealers -67%- sporting goods sales ranged from 10 to 50% of annual volume with the average being 17.6%.

Past surveys by SOUTHERN HARDWARE have shown that the best job of promoting and selling this line of merchandise is done by dealers in cities of 5,000 to 25,000 population. This is still the case in 1958, though dealers in cities in this classification are but little ahead of those in the smaller towns.

For all dealers in cities of this size sporting goods account for an average 15 percent of annual sales. For 70% of these dealers, sporting goods account for from 10 to 33% of annual volume with average sales in the line being 16.8%.

How do sales of sporting goods shape up for dealers in the smaller cities and towns that comprise much of the South—towns of from 5 to 10,000 people? An analysis of replies shows that for 33% of reporting dealers in towns of this size, sporting goods account for from 10 to 14% of annual volume; for 21% sporting goods are in the 15 to 20% range, 8% indicate that this line of merchandise accounts for 21 to 25% of annual sales; while 12% report that sales of sporting

goods amount to 26 to 50% of total volume.

On the average, sporting goods represent 14% of total annual sales for dealers in the towns and cities of this classification.

The box accompanying this article shows the various products in the sporting goods line covered by this survey. Ammunition and the various items of fishing tackle are virtually staple items, with a large majority of dealers including these products in their inventories. Other items such as baseball goods, roller skates, firearms, bicycles, and outdoor equipment are generally stocked. Attesting to the growing popularity of boating, 70% of the participating dealers indicate that

(Continued on page 78)

### Products Covered in Survey

(showing percentage of reporting dealers handling each)

<b>FIREARMS</b>	94%	<b>Horse Shoes</b>	42%	<b>MARINE HARDWARE AND EQUIPMENT</b>	
<b>AMMUNITION</b>	96%			<b>Boats</b>	16%
		<b>ATHLETIC EQUIPMENT</b>		<b>Boat Trailers</b>	14%
<b>FISHING TACKLE</b>		<b>Baseballs</b>	74%	<b>Outboard Motors</b>	24%
<b>Reels</b>	97%	<b>Softballs</b>	71%	<b>Boating Accessories</b>	70%
<b>Rods</b>	97%	<b>Baseball Bats</b>	74%	<b>(Cushions, Gasoline Cans, Etc.)</b>	
<b>Flye, Baits, Luree</b>	95%	<b>Gloves and Supplies</b>	75%	<b>Skin Diving Equipment</b>	12%
<b>Tackle Boxes</b>	97%	<b>Football</b>	72%		
		<b>Basketballs</b>	72%	<b>MISCELLANEOUS</b>	
<b>GAMES SUPPLIES</b>		<b>Volley Balls</b>	27%	<b>Bicycles</b>	61%
<b>Golf Clubs</b>	7%	<b>Boxing Gloves</b>	32%	<b>Wheel Goods</b>	74%
<b>Golf Bags</b>	9%			<b>Hunting Clothes</b>	55%
<b>Golf Balls and Supplies</b>	24%	<b>ATHLETIC CLOTHING</b>		<b>Camping Equipment</b>	47%
<b>Tennis Rackets</b>	39%	<b>Baseball Uniforms</b>	3%	<b>Roller Skates</b>	82%
<b>Tennis Balls and Nets</b>	43%	<b>Baseball Shoes</b>	19%	<b>Air Rifles and Shot</b>	93%
<b>Croquet Sets</b>	60%	<b>Football Pants</b>	9%	<b>Dog Collars and Harness</b>	90%
<b>Archery Sets</b>	45%	<b>Football Pads</b>	10%		
<b>Badminton Sets</b>	52%	<b>Football Helmets</b>	25%		
<b>Table Tennis Sets</b>	47%				

# How Southern Wholesalers

- **Sporting goods have long since gone from sideline to major line status among southern wholesalers and now account for an average 15% of annual sales**

**I**N THE PAST decade no single line has increased more in importance for the hardware wholesaler than sporting goods. From what was once mere sideline status sporting goods have become firmly established as a major line and presently account for a sizable share of the southern wholesaler's annual volume.

The important role this line currently plays in the operations of

southern wholesalers is clearly evident. A majority of houses have a special sporting goods department with an experienced sporting goods man in charge. Numerous others sell these products through specialty salesmen, issue a sporting goods catalog, and maintain special sample rooms for the line.

These facts were revealed in the results of a comprehensive survey of the distribution of sporting

goods through the wholesale trade conducted recently by SOUTHERN HARDWARE. Questionnaires were sent to a large number of wholesalers throughout the South and Southwest. Among those participating in the survey, sporting goods sales average almost 15% of annual volume.

Past research by this publication has shown that ammunition and firearms account for the heaviest share of sporting goods sales, and this holds true in the current market study. Sales of firearms and ammunition now represent about 49% of the total volume of sporting goods sales by the southern wholesale hardware industry. But during the past 10 years fishing tackle has grown in importance and continues to hold its place, presently accounting for approximately 23% of total sporting goods sales for the typical southern wholesaler.

This figure is a significant one—impressively high in view of periods of drastic price cutting which have been experienced on the retail level in some of the metropolitan areas of the South as well as the rest of the nation. Sears, Roebuck and department stores in some sections have slashed prices sharply under traditional levels. In these areas the deterioration of price structures have led many independent retailers to drop the line when they could no longer compete.

However, in the large majority of southern trading areas price structures have been firm with the

## Major Classifications of Sporting Goods

(showing the percentage of total sporting goods sales each accounts for annually for the typical southern hardware wholesaler)

<b>Firearms .....</b>	<b>16%</b>
<b>Ammunition .....</b>	<b>33</b>
<b>Fishing Tackle .....</b>	<b>23</b>
<b>Games Supplies .....</b>	<b>5</b>
<b>Athletic Equipment .....</b>	<b>8</b>
<b>Athletic Clothing .....</b>	<b>6</b>
<b>Marine Hardware and Equipment .....</b>	<b>7</b>
<b>Miscellaneous .....</b>	<b>7</b>

# Are Cashing In

Southern Hardware  
TRADE SURVEY

result that fishing tackle continues to account for an impressive portion of annual sporting goods sales by southern wholesalers.

The survey further revealed that possibilities for volume are by no means restricted to these products. Games supplies, for example, (badminton, golf, tennis, etc.) account for from 5 to 12% of annual volume. Other houses report that sales of athletic goods represent up to 20% of sporting goods volume. A number of wholesalers report substantial sales of such products as bicycles, hunting clothes, camping equipment, wheel goods, and roller skates. Of particular significance are the rising number of wholesalers handling boating accessories—direct indication of the tremendous expansion of this market down South.

SOUTHERN HARDWARE's market study emphasized one thing clearly—there is nothing standardized about the sporting goods stocks carried by southern wholesalers nor is there any uniformity in the operation of sporting goods departments.

The variety of lines handled by the reporting companies ranges from the case of two wholesalers who handle only firearms and ammunition to numerous companies whose extensive sporting goods inventories include every item covered by this survey plus many others.

In the sporting goods classification, ammunition, firearms and fishing tackle are virtually staple items, being stocked by 99% of southern wholesalers. The complete list of products covered in the survey together with the percentage of wholesalers handling each item is given in the box accompanying this article.

To achieve a more meaningful tabulation of the survey results these 41 lines of products are grouped into eight major classifications.  
(Continued on page 78)

## Products Covered in Survey

(showing percentages of reporting wholesalers handling each)

<b>FIREARMS</b>	99%	<b>Basket Balls</b>	63%
<b>AMMUNITION</b>	99%		
<b>FISHING TACKLE</b>		<b>ATHLETIC CLOTHING</b>	
<b>Reels</b>	92%	<b>Baseball Uniforms</b>	13%
<b>Rods</b>	92%	<b>Baseball Shoes</b>	33%
<b>Flies, Baits, Lures</b>	94%	<b>Football Pants</b>	13%
<b>Tackle Boxes</b>	92%	<b>Football Pads</b>	10%
		<b>Football Helmets</b>	27%
<b>GAMES SUPPLIES</b>			
<b>Golf Clubs</b>	39%	<b>MARINE HARDWARE</b>	
<b>Golf Bags</b>	35%	<b>AND EQUIPMENT</b>	
<b>Golf Balls and Supplies</b>	57%	<b>Boats</b>	39%
<b>Tennis Rackets</b>	51%	<b>Boat Trailers</b>	37%
<b>Tennis Balls and Nets</b>	57%	<b>Outboard Motors</b>	33%
<b>Croquet Sets</b>	55%	<b>Boating Accessories</b>	78%
<b>Archery Sets</b>	37%	<b>(Cushions, Gasoline</b>	
<b>Badminton Sets</b>	51%	<b>Cans, Etc.)</b>	
<b>Table Tennis Sets</b>	39%	<b>Skin Diving Equipment</b>	21%
<b>Horse Shoes</b>	39%		
		<b>MISCELLANEOUS</b>	
<b>ATHLETIC EQUIPMENT</b>		<b>Bicycles</b>	80%
<b>Baseballs</b>	67%	<b>Wheel Goods</b>	69%
<b>Softballs</b>	67%	<b>Hunting Clothes</b>	72%
<b>Baseball Bats</b>	67%	<b>Camping Equipment</b>	65%
<b>Gloves and Supplies</b>	63%	<b>Roller Skates</b>	78%
<b>Football</b>	63%	<b>Air Rifles and Shot</b>	98%
<b>Volley Balls</b>	53%	<b>Dog Collars and</b>	
<b>Boxing Gloves</b>	43%	<b>Harness</b>	71%

# Big Volume Sales

*despite chain store competition*



E. A. Flint, right, talks fishing tackle with a long-time customer. Nearly 20% of store's total annual volume comes from the sporting goods department



Attractive wall permits excellent visual display

**F**IVE YEARS AGO, the Batesville, Mississippi, hardware firm of C. H. Flint & Son decided to expand its sporting goods department and go in for fishing tackle in a really big way.

Today nearly 20 percent of the store's volume comes from sporting goods, with fishing equipment providing most of it.

C. E. Flint, Jr. and E. A. Flint, brothers now operating the 68-year-old family business, are convinced that hardware dealers who treat sporting goods as a sideline are overlooking a golden opportunity.

Aside from steadily increasing sporting goods sales, the Flints are enjoying increased traffic in other departments. They attribute much of it to their sporting goods.

The firm is doing an outstanding job on sporting goods despite competition from a chain store only two doors down the street. There has to be a good reason for success in the face of such competition. In the Flints' case it can be summed up in one word: Promotion.

"To really succeed in selling anything these days, the hardware dealer must take advantage of all



## By Richard Lane

promotional help his wholesaler can provide," C. E. Flint, Jr. believes. "It requires more than simply putting merchandise out on the counters or shelves and saying to the customers: 'Here it is.'"

"You've got to push your merchandise, and you've got to carry a complete stock to earn a reputation for 'having it' that will keep your customers coming back for more."

That may sound relatively simple, but in the Flint case there's much more to the success story.

First, consider the stock and methods the Flints use to select what they feel their customers will buy.

Since both are fond of fishing and hunting, they have a good idea what should appeal to customers. They attend fishing tackle and sporting goods shows in nearby Memphis each year to see the latest lines and get merchandising tips from their wholesalers and factory representatives.

### Maintain Adequate Stock

They maintain a representative stock yet try to avoid overstocking. Like many other dealers, the Flints have found a particular lure may be the hottest thing on the market this week and as cold as a fish the next week, depending upon the recommendation of outdoor columnists and reports of good or bad catches.

Able to get one-day delivery from its principal wholesalers, the Flint store has no need of heavy inventory.

Batesville, a city of about 3,000 population, is really fish-conscious.

The city is only 10 miles from both Sardis and Enid Lakes, large flood control reservoirs famed throughout the Mid-South for good fishing, with April, May and June the best months.

Although there are four employees in the store, the Flint brothers handle 90 percent of the sporting goods sales themselves. Lifelong residents of Batesville, they've hunted and fished with many of their customers since boyhood days. The store was started in 1890  
(Continued on page 80)



C. E. Flint, Jr., left, who with his brother operates the 68-year-old store, discusses the finer points of a new shotgun with a hunting enthusiast



This store has located sporting goods displays up front to attract street traffic. Store strives to keep displays clean and orderly

# Guns, Lots of 'Em, Hit Big Sales Target



W. S. Tipton, right, manager of the gun department for Victoria Hardware Co. helps customer select shotgun best suited to his needs, then supplies him with proper ammunition, below, from store's extensive stock

**V**ICTORIA HARDWARE Co., Victoria, Texas, enjoys an enviable reputation among sportsmen of the area as having anything in guns and ammunition the hunter wants. As a result, the store sells about 250 guns annually.

A major factor in building the reputation, and the resultant profitable gun business, according to W. S. Tipton, manager of the department and buyer for the store, is the concern's consistent

belief, backed up in actual practice, that the way to sell guns is to stock them.

"We know what guns people of this area want and shoot," Tipton points out, "and we make it a point of stocking enough of each type to give the prospect a reasonable selection. He may possibly leave without buying a gun, but seldom does he fail to buy because we don't have the kind of gun he wants."

Tipton believes that it is good business for the hardware store's gun department to sacrifice turnover, if necessary, in order to widen the range of selection for the customer. However, in spite of the liberal buying policy, the company's gun stock turns about one and one-half times a year.

One reason why the store has an  
(Continued on page 82)

**A varied stock carefully selected to suit the needs of his customers, acceptance of trade-ins, and a repair service help this aggressive Texas dealer sell 250 guns annually**



## Three top Southern buyers POINT THE WAY TO PROFITS

1



**C. T. (Choc) Ellis**

Vice-President  
The Schoellkopf Co.  
Dallas, Texas

2



**John Willingham**

Sporting Goods Buyer  
Stratton-Warren Hardware Co.  
Memphis, Tennessee

3



**By W. M. Huie**

Vice-President  
Beck & Gregg Hardware Co.  
Atlanta, Ga.

**BEING AN** avid fisherman, and a hunter of almost equal enthusiasm, I find a special interest in the sporting goods inventory of this company, do much of the buying and, in fact, pass final judgment on all sporting goods bought. My personal interest in sporting goods, particularly hunting and fishing lines, keeps me close to this field of merchandising and causes me to observe closely, trends in retail stores.

It is my opinion that many hardware stores are turning away their best customers by neglecting sporting goods. People who buy fishing tackle and hunting equipment are free spenders. They might watch all other angles of the family budget. But when it comes to fishing and hunting they want the best and plenty of it.

*(Continued on page 48)*

**SPORTING GOODS** is one of our country's fastest growing industries. Many progressive hardware dealers who have made sporting goods a major department—with the same promotional enthusiasm and care given to paints, housewares or tools—are reaping substantial profits and building store traffic.

For those dealers in small towns seeking new lines to replace plow points, harness and other items they sold to farmers before mechanization replaced hand labor, fishing tackle and other sports equipment offer a real opportunity.

Larger stores in cities also report sporting goods sales are growing steadily.

There has been a sales increase of from 10 to 20 percent in fishing tackle alone for us the last couple

*(Continued on page 48)*

**LOOK AROUND**, Mr. Hardware Retailer, the Old Man River of Sporting Goods demand just keeps rolling along. There is seemingly no end to this demand — no boundary in sight.

New types of sports activity, as well as other outdoor games, keep springing up from day to day. Thousands of dollars are being spent today on sports that were practically unknown or at least provided very little volume 10 years ago. In the Southeast two examples come readily to mind—water skiing and Little League baseball.

Several factors have combined to create this vast market.

(1) Shorter working hours. The five day week has given thousands an extra amount of leisure and play-time undreamed of years

*(Continued on page 48)*

## ELLIS—

Consider my case as an example. I have so much invested in fishing gear I actually recoil from the idea of taking inventory of my personal equipment. And much of it has been bought at the sites of my various fishing expeditions.



Purposely the word "people" was used above in referring to those who buy fishing and hunting gear as free spenders. The market is not restricted to men any more, especially in fishing tackle. More and more women have become and are becoming addicts to the sport of fishing.

It is for that reason if no other that a clean, attractive, well-stocked sporting goods department is important to the retail hardware store. Statistics show us that the woman spends about 90 cents of each family dollar. Fishing is so widespread now that, if the woman of a specific family is not a "fisherman" herself, someone in her family is. She knows the condition of fishing equipment in that household, she knows the needs. Aside from that, is there a woman who doesn't need "something for the house" that is available at a hardware store?

Some hardware retailers cry for store traffic, yet neglect one of the best of all traffic builders—a sporting goods department. If a retailer would develop an up-to-date sporting goods department, he would be inviting the cream of store traffic, those free spenders. Anyone who has money for hunting or fishing has money for the many other items in a hardware store. And if the sporting goods customers are in the habit of patronizing one particular store, where are they likely to go for other hardware needs?

If I were a retail hardware dealer, I am sure I would develop the best sporting goods department in my trade territory. I would make my store the rallying point for fishermen and hunters. And I would either hunt and fish myself or have someone in charge who

(Continued on page 84)

## WILLINGHAM—

of years.

Water sports, especially skiing and boating, have increased tremendously in popularity the last summer or two.

Growth of Little Leagues has brought a corresponding increase in sale of baseball equipment. Basketball—now a year 'round sport at many small schools — and badminton are on the increase. Football and tennis equipment sales are holding steady. Gun ammunition sales are up sharply.

This adds up to a pleasing picture for many hardware dealers.

It's reflected in the popularity of our annual sporting goods shows, too. Our three-day event this last January resulted in record attendance and record sales. Dealer demand for our spring and fall sporting goods catalogs — we have a mailing list of more than 2,500 accounts—is another indication of increased interest.



Dealers who limit their stock to a counter or a couple of shelves with little or no advertising are missing a real bet. Chances are, the chain store down the street is getting the business. It's sad but true, many hardware dealers don't let their customers know what they have to offer in the way of sporting goods.

Dealers interested in building a profitable sporting goods department can succeed by following a few simple suggestions:

(1) Put in enough stock to make it truly representative and worthy of the department name.

(2) Let salesmen genuinely interested in fishing, hunting and other sports handle this department. They'll sell much more than salesmen without such interest.

(3) Attend sporting goods shows whenever possible. You don't have to spend the time and money needed to visit shows at Chicago or St. Louis. You can see the same merchandise at shows offered by wholesalers in your own trade area. And if you have problems, you can talk them over with fac-

(Continued on page 84)

## HUIE—

ago. The period from Friday night until Monday morning presents an opportunity for more fishing trips, more water sports, and more picnicking than ever before. And in the South our mild climate makes for an almost year-'round sales season.

(2) Increased personal income. Statistics show that the average income of the Southern worker is not just inching up, but is climbing fast. With more leisure time and spendable income available small wonder there is such an increased need for sports equipment of all kinds, from the lowly pitching horseshoe to the outboard cruiser.

(3) More public parks and playgrounds. These are springing up everywhere throughout the South — and they are being used.

(4) Private lakes and ponds. More are being built every day particularly on farms down South where government aid is available in stocking these ponds. The result is that more fishermen and women are entering the market all the time.

(5) More flood control lakes and dams. Just think back 25 years and compare these large lakes we have now with those of the past. In Georgia, for example, the difference is amazing. With the medium size lakes—Jackson, Alatoona, Blackshear, Burton, Blue Ridge, Sinclair, and the "big elephants"—Lanier, Clark Hill and Seminole—we have thousands of acres of new fishing and boating waters. These, in turn, have created several thousand miles of lake shore line for docks, cabins, etc.



(6) Our state game and fish departments as well as private agencies, are constantly on the job to provide better hunting as well as fishing. Private game preserves for fee shooting are not only increasing, but are beginning to be a notable part of the sporting scene.

With all of these favorable factors at work it is easy to understand why the use of all types of fishing tackle has increased so tremendously. New products such

(Continued on page 68)



**non-recoiling  
barrel**



The exclusive Model 50 system uses a fixed barrel and a floating chamber that moves a fraction of an inch. There is no "double shuffle" to throw shooters off. Second shots get away faster, truer. Ribs meet receiver, don't start part way down barrel.

**no power  
loss**



The unique Winchester system sets a new high for straight-line, friction-free reloading. There is no gas loss or heavy friction loss as with other systems. Shooters get full power from every shell.



**shoot all loads, no adjustment**

The patented design of the floating chamber permits switching from magnum to upland loads anytime without any adjustment of a dial or recoil ring.

**interchangeable barrels**



A shooter can order extra barrels and change them anywhere, anytime. Easy, no-tool change converts a Model 50 from a duck gun to an upland gun in seconds. One Model 50 plus an extra barrel makes an all-round shotgun. Cash in on this.

**factory ribs**



Carefully installed at the Winchester factory by skilled craftsmen, the Winchester Special Ventilated Rib gives a glare-proof, distortion-free sighting plane. Available on all models at a slight additional cost.

**Improved  
Feather-  
weight  
model, too**



The special, light weight alloy receivers used for the improved Featherweight Model 50's far surpass the strength and round life of many conventional receivers yet effect a weight saving of over a pound! Faultless functioning with all loads . . . under all conditions!

**12 good answers for the customer who asks  
"What automatic shotgun  
should I buy?"**



**choice of  
gauges**



The Featherweight is available in 12 gauge while the Standard-weight Model 50 is available in either 12 or 20 gauge. Both offer a full selection of barrel lengths and chokes.



**20% less  
recoil effect**

The unique Model 50 system makes recoil a soft, steady push rather than a jab. The action absorbs recoil so there is, by measurement, 20% less effect. Shooters can shoot as much as they want and stay fast, fresh.

**weather-  
proof**



Sell a Model 50 Standard or Featherweight and you have sold a shotgun that functions perfectly every time regardless of weather, weed seeds or dirt. The Model 50 is at home in a duck blind downpour or in a tangled partridge thicket.

**faster  
pointing**



The smooth handling qualities of the Model 50 get "on target" faster. All Model 50's have perfect balance . . . feel just right and swing fast. Swing a Model 50 to your shoulder and see for yourself.

**choice of styles**



The Model 50 is available in Field, Skeet, Trap and Pigeon Grade in Standardweight, and Field, Skeet and Pigeon Grade in Featherweight style. Also available is a wide choice of engravings at extra cost.



Sell more Model 50's with the easy Winchester Firearms Time Payment Plan. Standardweight \$13.45 down\*. Featherweight \$14.95 down\*. Up to 21 months to pay! \*Prices subject to change without notice.

WINCHESTER-WESTERN DIVISION • OLIN MATHIESON CHEMICAL CORPORATION • NEW HAVEN 4, CONNECTICUT

SOUTHERN HARDWARE for October, 1958

For more information use Handy Return Card, Page 107

49

# Profit Formula for Fishing Tackle

These successful sales policies prove there is no reason to roll over and play dead when discounters show up

**V**ARIETY is the spice of every fisherman's life, and when properly applied to the fishing tackle inventory it can be the most effective lure in snagging the business of the ardent angler.

That's the number one rule of thumb followed by Harry S. Kramer, co-partner in College Park Hardware in College Park, Md.

Kramer's business is located in an area where price cutting of fishing tackle has been particularly widespread. Nevertheless, he has found that there are successful methods of competing with the discounters.

In addition to variety of stock—which to him means a broad range of prices as well as a wide selection of equipment—Kramer stresses the value of displaying tackle in such a manner that the fishing enthusiasts can handle the merchandise—fondle and inspect it to their hearts content.

Further, this dealer emphasizes the importance of a proper inventory of quality equipment plus available information which the average fisherman wants and expects from the dealer he visits.

Kramer has attempted to fill the bill all the way on what he feels



Kramer, right, finds that once a fisherman is attracted to the store opportunities for sales of such items as lanterns, nets, sunglasses, knives, etc., are endless. Lures are arranged in a wall display of panels, bottom photo, which turn like pages of book. This lady looks over the wide selection

The business recognizes that lady customers are an important factor in the fishing tackle market and caters to them accordingly



are definite market requirements. His success can be measured by the fact that despite a location in a hotbed of discount activity the store's sales of tackle in one three month period exceeded \$3500.

Kramer points out that fishermen like to talk to fishermen. They want to mull over equipment with those who know fishing tackle, who know where to fish, know the best lures and means that will bring enjoyment, relaxation, and—above all—results.

To the metropolitan dealer who has lost interest in promoting tackle, feeling that discount outlets are cutting into his volume, Kramer offers the reassurance that selling quality and service—not price—helps retain sales.

Merchandise stocked by this store includes a full line of fly casting, bait casting, and spinning  
(Continued on page 81)

**PFLUEGER LAUNCHES ANOTHER NEW REEL**



No. 755

**\$13<sup>50</sup>**

## **THE PFLUEGER Superex Automatic FLY REEL**

Complimenting the long famous Pflueger Medalist single-action fly reel, is the New Pflueger Superex automatic fly reel. It is lightweight (9 oz.) and is designed for Quick-Take-Apart. It holds 80 yds. of "G" line or 60 yds. of "C" line. Retrieves 24 yds. per spring wind. Free stripping clutch allows more line to go out after spring is wound to capacity. Handsome aluminum anodized housing with stainless steel crossplate, line guide, and axle. Brass gears and stainless steel pinion. Mist nylon release lever, or trigger, which folds against reel for easy storage.

### **Lightweight**

New metals and expert designing allows Pflueger to produce this large capacity automatic fly reel so that it weighs only 9 ozs.



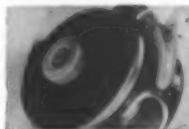
### **Quick-Take-Apart**

Simply press a button, and the reel comes apart. No loose parts to lose or screws to turn.



### **Handsome**

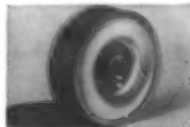
Beautiful, rich, and distinguished looking. Aluminum black anodizing and stainless steel.



### **Extra Spools Available**

Quick-Take-Apart feature makes it practical to have an extra spool. The angler can have different size lines ready for quick change.

No. 490 .....\$1.60



# **PFLUEGER**

(pronounced "Flow-ger")

**THE ENTERPRISE MANUFACTURING CO.  
AKRON 9, OHIO**

NO. 85 PFLUEGER MARS

\$16<sup>95</sup>

AS **NEW** AS THE LATEST SATELLITE

# THE NEW PFLUEGER MARS

## Enclosed Spinning Reel



### INSTANT LINE CONTROL

The latest bright star orbiting around the complete Pflueger line of reels is the New Pflueger MARS. It has features found on no other competitive enclosed spinning reel. The greatest and most unique feature is the INSTANT LINE CONTROL — control of the line the very instant the lure lands.

Have you ever thrown a bait and thought that it landed right in the mouth of a prowling boss? On the New Pflueger MARS, you can set the hook and play that fish immediately without delay. The drag is engaged when the push-button plunger is

pushed as the lure hits the water. The drag is instantly in force. There is no delay while the rod and reel are shifted to the left hand and crank is turned before line is engaged, as found on other reels.

The MARS' housing is made of cast aluminum finished with satin chrome. It has handsome anodized aluminum cone and side plates. Stainless steel pick-up pin and pin carrier are flame coated for wear resistance. Adjustable drag with nylon brake shoe. Built-in anti-reverse, 3 to 1 gear ratio. Metal gears and oilite bearings. Equipped with 100 yds. 6 lb. monofilament line. Wt. 6 $\frac{1}{2}$  oz.

# PFLUEGER

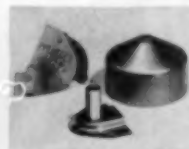
(pronounced "Flew-gor")

THE ENTERPRISE MANUFACTURING CO.

AKRON 9, OHIO



The line pick-up pin and pin carrier are flame coated stainless steel, a hard, long wearing combination to prevent line cutting.



Finish is handsome aluminum black anodizing applied to aluminum cone and side plates. Housing is cast aluminum finished with satin chrome.



Smooth drag is achieved by nylon brake shoe applying pressure to special hub on rear of spool. Easily adjusted by the drag control on top of reel.



# CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 107

**Jet Pumps.** A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems said to be capable of dominating any competitive situation. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. A1 on card, Pg. 107

**Bells.** A 12-page colorful catalog is available which illustrates and gives complete information on the company's line of bells. The line includes hand bells, tea, call, cow, patio, bicycle, yacht, souvenir, and numerous other types of bells. Bevin Brothers Manufacturing Co., East Hampton, Conn.

Write in No. A2 on card, Pg. 107

**Primer and Sealer.** "Improve Every Painting Operation with X-I-M Flash Bond" is a factual, instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

Write in No. A3 on card, Pg. 107

**Wood and Sheet Metal Screws.** Every master carton of Southern wood screws and sheet metal screws now contains Folder TC-4, "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws." Folder TC-4 gives complete instructions for measuring length and diameter, head styles available, pilot hole sizes, drill bit sizes, etc. Supplies of the folders are available to wholesalers and dealers handling Southern screws; they are requested to use company letterhead in writing. Dealers are requested to give name of their wholesaler. Southern Screw Co., P. O. Box 1300, Statesville, N. C.

Write in No. A4 on card, Pg. 107

**Industrial Tool Line.** The company's 100 years of tool production is dramatized in catalog No. 100 which contains illustrations and description of its wide range of pliers, grips, climbers, belts, and safety straps needed by linemen, electricians, and industry. A new feature is a section providing dimensions of each plier—length of handle, of cutting knives, width of head, size of point, etc. Mathias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill.

Write in No. A5 on card, Pg. 107

**Cleaning Supplies.** "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co., Frederick, Md.

Write in No. A6 on card, Pg. 107

**Water Appliance Promotions.** A comprehensive 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. A7 on card, Pg. 107

**Specialty Nails.** A catalog containing a wealth of information about specialty nails is available. Profusely illustrated with scale drawings of the nails, the catalog serves as a reference book for both salesmen and customers. It contains complete nail specifications. Handy charts give vital data about the sizes and quantities of nails to use for various ap-

plications. Each nail is identified by stock number and is priced from a separate list. W. H. Maze Co., Peru, Ill.

Write in No. A8 on card, Pg. 107

**Oilers and Cans.** A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

Write in No. A9 on card, Pg. 107

**Dealer Displays.** Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

Write in No. A10 on card, Pg. 107

**Plastic Pipe.** Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for water in various pipe sizes. It also contains a chart which lists many common industrial liquids and specifies which of these liquids may be carried in Supplex piping. Supplex Co., Division of Amerace Corp., 93 Worth St., New York 13, N. Y.

Write in No. A11 on card, Pg. 107

**Lawn Mowers.** Catalog sheets which picture the entire Lazy Boy lawn mower line and the new Lazy Boy power sulky in full color, with complete descriptions of best-selling features, are offered. They are available in 8½- x 11-inch size or 11- x 11-inch, and are printed on both sides. Lazy Boy Lawn Mower Co., Inc., 301

## CATALOGS & BULLETINS

(Continued from page 53)

West 73rd St., Kansas City, Mo.

Write in No. A12 on card, Pg. 107

**Pumps.** Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets. The pages are in black and white, are well illustrated, and contain complete specification data. Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa.

Write in No. A13 on card, Pg. 107

**Fishing and Marine Accessories.** The complete 1958 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Write in No. A14 on card, Pg. 107

**Sprayer and Duster Line.** A Hudson Sprayer and Duster Catalog (No. 501) shows and describes completely the company's line of hand- and power operated sprayers and dusters, and includes the Matador Power Sprayer line with tank capacities from 15 to 250 gallons. Types of sprayers include compression, knapsack, Hydra-Gun, Trombone, bucket and barrel spray-pumps, wheelbarrow, electric, hand- and power-operated. Duster models include rotary, Knapsack, traction, electric and hand types. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

Write in No. A15 on card, Pg. 107

**Hack Saw Blades.** A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Write in No. A16 on card, Pg. 107

**Door Hardware.** A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. A17 on card, Pg. 107

**Aluminum Furniture.** The Delighter 4-color catalog featuring the 1958 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

Write in No. A18 on card, Pg. 107

**Fishing Accessories.** The full range of the company's casting, surf-squidding, and monofilament fishing lines

and related equipment—43 types, in all—is described in a compact catalog, illustrated in color. Each line type appears in a separate, quickly-located section. New packaging developments are detailed, and a convenient list of the company's nationwide structure of representatives is also included. Sunset Mills, Florence, Ala., and Petaluma, Calif.

Write in No. A19 on card, Pg. 107

**Pumps.** A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and piston-type pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

Write in No. A20 on card, Pg. 107

**Hack Saw Frame.** An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

Write in No. A21 on card, Pg. 107

**Buying Guide.** A four-page guide to better buying contains a complete stock list of materials that are available from all Reynolds Aluminum Supply Co. warehouses. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Write in No. A22 on card, Pg. 107

**Window Glass.** A 12-page catalog entitled "Sales Aids for 1957-58" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

Write in No. A23 on card, Pg. 107

**Padlocks.** Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly designed super security padlocks which have an extra short shackle clearance of only 1/4-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bikelock display boards. Master Lock Co., Milwaukee 45, Wis.

Write in No. A24 on card, Pg. 107

**Fishing Tackle.** Advances in the restyling of the company's complete line of spinning type fishing tackle are illustrated in the 1958 catalog, now available. Color is said to be the

keynote in the 1958 line, and full descriptions of items are included. The catalog has a four-color cover and the inside back cover is devoted to sales aids offered to dealers. The Airex Corp., 411 Fourth Ave., New York City, N. Y.

Write in No. A25 on card, Pg. 107

**Tapes and Tape Rules.** Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Write in No. A26 on card, Pg. 107

**Toys.** A full-color catalog insert now available features the leading items in the company's newly-styled line of doll carriages, strollers, and children's furniture. The items are illustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also available is the toy firm's complete 16-page, three-color catalog featuring the full line of 16 doll carriages, 10 strollers, seven table and chair sets, six rockers, and three toy chests. South Bend Toy Manufacturing Co., South Bend, Ind.

Write in No. A27 on card, Pg. 107

**Woodenware.** Woodenware items such as bowls, oblong trays, rolling pins, forks, spoons, etc., are described and illustrated in a catalog available to dealers. The cover page carries a listing of the special lines which include Oblong Trays, Early American, Supreme Finish, Liquid Proof, Seal-tite, Old Colonial-Walnut Finish, Paraffined (Waxed) Hardwood, and Caesar Finish lines. A brief description is given of each. J. Shepherd Parrish Co., 201 N. Wells St., Chicago 6, Ill.

Write in No. A28 on card, Pg. 107

**Farmers and Ranchers Handbook.** Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing and siding receive special coverage with numerous illustrations, application helps, specification charts, and "how to" instructions. General information on care of animals, tips on electricity, fish ponds, etc., the use of nails; information about building materials; and an

(Continued on page 56)

# ASHAWAY STEPS UP YOUR PROFITS ...PUTS THEM ON A SOLID FOOTING!



## ASHAWAY #1319 SQUIDDING Line

- Far-famed for record catches
- Small diameter, greater reel capacity
- Durability with a guarantee
- Sand or Green color on 50-yd. spools, 6 connected per box
- Also available in long lengths on Roll-A-Way Dispenser



NATIONALLY  
ADVERTISED  
BRAND NAME LINES

SALES SERVICE  
THROUGH  
JOBBER ONLY

CONVENIENT  
LOCAL-JOBBER  
WAREHOUSING

PRE-SOLD FOR  
FASTER TURNOVER

STREAMLINED  
MODERN  
MERCHANDISING

OUTSTANDING  
WORLD RECORD  
LEADERSHIP

SPECIALIZED  
LINES FOR EVERY  
FISHING PURPOSE

EVERY LINE  
FULLY GUARANTEED



## ASHAWAY ORIGINAL NYLON Bait Casting Line

- First of the nylon and finest made
- In Camouflage, Neutral Grey, Black or Self-Connecting White
- On 50-yd. spools, 2 connected
- Also on 1000-yd. king-size spools

ASHAWAY LINES LAND MORE FISH!

Ashaway Line & Twine Mfg. Co., Ashaway, R. I.





**SUPREME**  
**VERSAMATE**  
SPEED REDUCER—SCREW DRIVER



**\$9.95**  
list

Brand new for every home shop man. Versamate reduces power drill speed 7 to 1... increases power 7 times. A precision gear tool. Handsomely packaged. Kit includes yankee-style screw driver bit. High profit seller!

An established hardware seller. A reversible attachment that fits all power drills. Increases power 7 times. Drives and removes screws, nuts, bolts. Ideal for reduced speed drilling in masonry and metals.



**\$14.95**  
list

**SUPREME**  
**VERSAMATIC**  
REVERSIBLE SPEED REDUCER



SUPREME PRODUCTS CORPORATION • 2222 S. Calumet Avenue, Chicago 16, Ill.

Two  
fine tools  
THAT ARE  
easy to sell!

**HIGHEST DISCOUNTS!  
ASK YOUR JOBBER!**

offer of free building plans for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

Write in No. A29 on card, Pg. 107

**Fishing Rods.** The illustrated 1959 catalog of Harnell fishing rods is now available. It introduces a line of salt water conventional and spinning rods and blanks known as the "Ultimate." Ultimate live bait or boat rods, and salt water spinning rods are all one piece rods in 8', 9', and 10' overall lengths. The catalog also features other Harnell black spun glass tubular fishing rods. George Hine Products Co., 4094 Glencoe Ave., Venice, Calif.

Write in No. A30 on card, Pg. 107

**Special Purpose Planes.** "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbet, router, and double-edge tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Write in No. A31 on card, Pg. 107

**Gas Heaters.** An 8-page full color catalog showing the complete line of Warm Morning vented gas heaters, as well as descriptive literature on the unvented models, is available. Special features of the heaters are described in detail. A 4-page color catalog on the company's line of Warm Morning coal heaters and descriptive literature on its Warm Morning gas-fired incinerator are offered also. Locke Stove Co., 114 West 11th St., Kansas City 5, Mo.

Write in No. A32 on card, Pg. 107

**Screw Anchors.** Separate catalog sheets in two colors describe and illustrate Molly Jack Nuts, Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

Write in No. A33 on card, Pg. 107

**Pliers.** Horseshoe Game. A descriptive catalog which includes illustrations of two long-reach pliers, the DB58 and NN58, may be obtained on request from the manufacturer. Other tool booklets are also available at no charge. The company offers pamphlets, free, which give instructions, application helps, specification horseshoes; entitled "How to Play Horseshoe and How to Organize a Horseshoe Club." Diamond Tool & Horseshoe Co., Duluth, Minn.

Write in No. A34 on card, Pg. 107

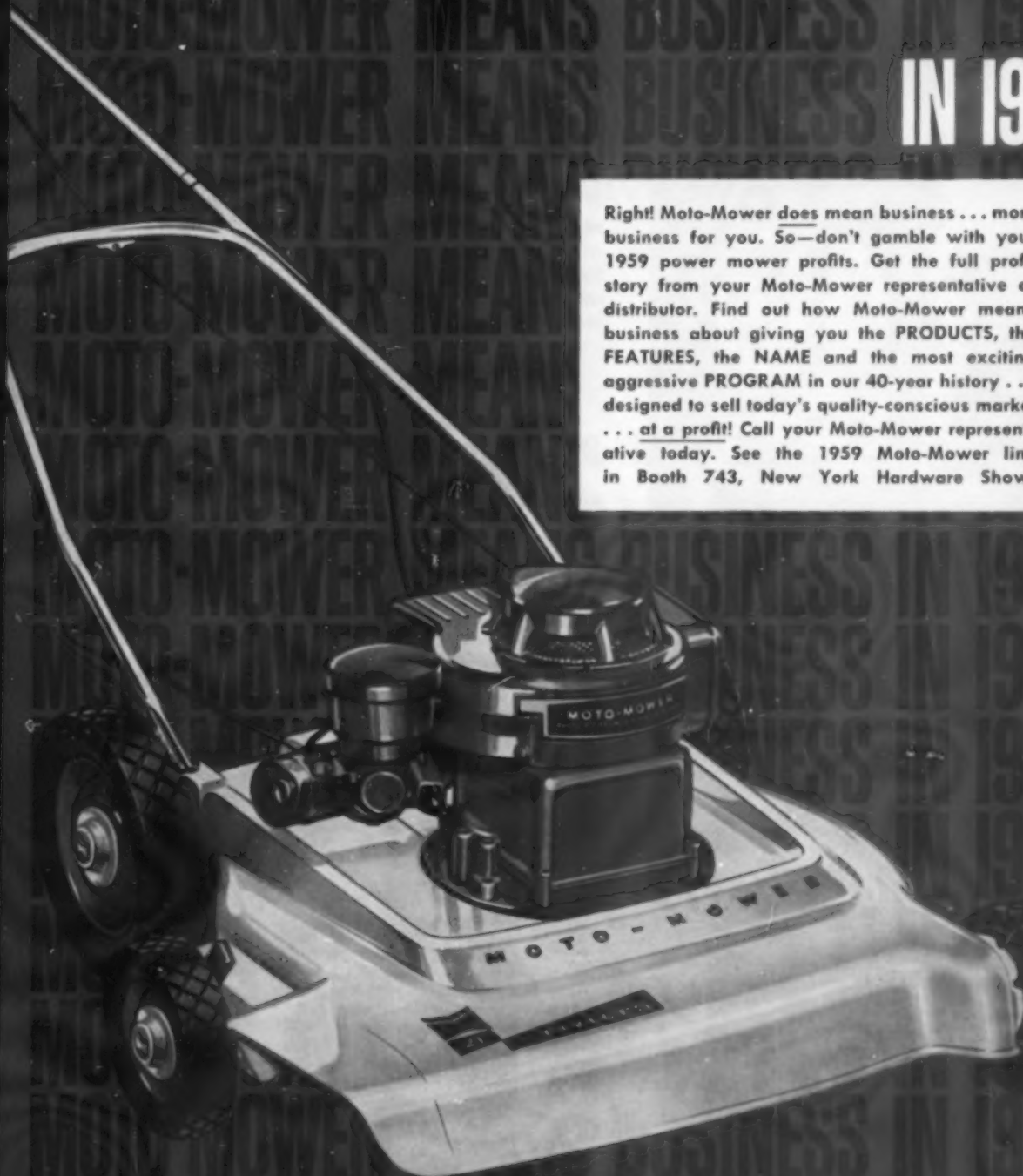
(Continued on page 60)



# MOTO-MOWER

# IN 1959!

Right! Moto-Mower does mean business . . . more business for you. So—don't gamble with your 1959 power mower profits. Get the full profit story from your Moto-Mower representative or distributor. Find out how Moto-Mower means business about giving you the **PRODUCTS**, the **FEATURES**, the **NAME** and the most exciting aggressive **PROGRAM** in our 40-year history . . . designed to sell today's quality-conscious market . . . at a profit! Call your Moto-Mower representative today. See the 1959 Moto-Mower line in Booth 743, New York Hardware Show.



MOTO-MOWER, Inc. • Subsidiary of Detroit Harvester Co. • Richmond, Indiana

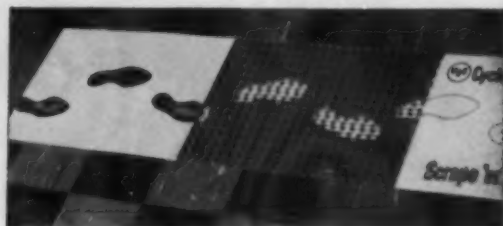
# Three new **USS** Cyclone to help increase



**CYCLONE FIBERGLAS SCREENING** — pre-cut to standard sizes and packaged in ready-to-sell rolls—helps you save time, money and effort on every screening sale. Just hand your customer a single roll of the proper width in the pre-cut standard length. The time usually spent in measuring, cutting, rolling and packaging screening can easily be used to make another sale and increase your profits.

## Smart merchandisers make your

Attractive floor display invites extra sales of Cyclone Fiberglass Screening. The shopper's attention is sure to be caught by this colorful merchandiser and he will be reminded that this is a good time to replace worn-out screening. He simply selects a roll of screening from the display—and you ring up another sale, all with a minimum of effort. The display holds five rolls of each width screening—26", 28", 30", 32" and 36"—all a standard 66" long to fit most doors and windows. When any one size is sold out, replacement can be made from the unit refill container. The display simplifies your storage problems and the screening is always out where the customer can see it. Pre-cut rolls of Cyclone Fiberglass Screening—and the merchandiser—are available through your regular jobber. Standard 100' rolls are also available.



### Other **USS** Cyclone Hardware Products

Cyclone Insect Screening — Galvanized, Aluminum or Bronze  
Cyclone Hardware Cloth • Cyclone Lawn Fence  
Cyclone Flower Bed Border • Cyclone Catch-All Baskets



**Cyclone Fence Department**  
**American Steel & Wire**  
**Division of**  
**United States Steel**

Waukegan, Ill. • Sales Offices, Coast to Coast • United States Steel Export Company, Distributors Abroad

# Products

## your sales and profits

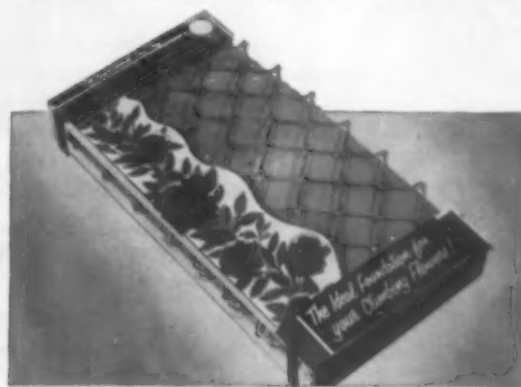
**CYCLONE "RED TAG" DOOR MATS** are made from continuously crimped, full mat-width strips of  $\frac{3}{8}$ " galvanized strip steel and tough, round steel wire connectors. These mats have many exclusive, customer-pleasing features. The ends of the mats are finished with smooth, plastic rolls, have no dangerous or destructive sharp points to scratch shoes or cause injuries, and the  $\frac{1}{2}$ " x 1" mesh is safe for most high heels.

**CYCLONE ALUMINUM ROSE TRELLIS** is a brand-new item from Cyclone—and is sure to be popular next Spring for home gardeners getting their roses in shape for June blooming. This strong, sturdy trellis is chain link woven of 12-gauge aluminum wire in a 2" mesh. The trellis comes 24" wide by 8' or 10' long, and it makes an ideal support for all climbing flowers or vines. The bright aluminum finish stays clean and shining . . . never needs painting or maintenance.

### selling job easier—increase impulse buying

The non-working floor becomes part of your sales area when you use this eye-catching merchandise piece to advertise the new Cyclone "Red Tag" Door Mat. As your customer comes into the store his attention is sure to be caught by this display—especially if the weather is wet or snowy—and he will be reminded how this mat could protect the floors at home. He picks up his mat in its own plastic bag from the convenient self-service display box. You've made another sale—with almost no time or effort. Cyclone "Red Tag" Door Mats are packed six to a carton. With an initial order of 2 dozen or more mats, the merchandise piece will be given free through January 31, 1959.

The attractive rose-decorated container for the new Cyclone Rose Trellis is its own displayer. When you plan your Spring displays, include this trellis where it can work for you . . . where it can increase impulse sales . . . with your selection of June climbing roses . . . with gardening tools or outdoor furniture. Another smart merchandising idea might be to erect this trellis on your wall and decorate it with artificial roses. The Cyclone Aluminum Trellis packages are shipped six to a carton.



American Steel & Wire  
614 Superior Avenue, N. W.  
Cleveland 13, Ohio

Please send information about ☐ Cyclone Aluminum Trellis,  
☐ Cyclone Door Mats, ☐ Cyclone Fiberglass Screening.  
I am a ☐ jobber, ☐ dealer.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**Plastic Pipe.** Literature and complete product data on all types of plastic pipe manufactured by the company is available upon request. Pipe includes Polyethylene, Kralastic, Polyvinyl Chloride, Butyrate, and Chem-Weld drain pipe. Each coil of Southwestern Polyethylene is now wrapped or packaged. Southwestern Plastic Pipe Co., P. O. Box 117, Mineral Wells, Texas.

Write in No. A35 on card, Pg. 107

**Chemical Dehumidifier.** A colorful consumer folder, "How To Avoid Rust, Mildew, Musty Odors Throughout The House," is available. It gives comprehensive information about De-

Moist chemical dehumidifier and contains a chart illustrating many new uses. Also available are 3-color catalog sheets featuring Oven-Aid Cleaner, Free-All Septic Tank Cleaner, Chimney Sweep Fuel Additive, and Chimney Sweep Fireplace Powder. G. N. Coughlan Co., West Orange, N. J.

Write in No. A36 on card, Pg. 107

**Fishing Tackle.** Offering a complete line of volume-priced Compac fishing tackle, the company lists hundreds of tackle items including rods, reels, lures, creels, flies, displays, nets, fish hooks, gunscoops, and swivels in an all-inclusive 22-page,

spiral bound, two-color general catalog. Commerce Pacific, Inc., 161 West 24th St., Los Angeles 7, Calif.

Write in No. A37 on card, Pg. 107

**Store Fixtures.** The Challenger line of 1958 steel and wood store fixtures is profusely illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. M & D Store Fixtures, Inc., Chicago 3, Ill.

Write in No. A38 on card, Pg. 107

**Plastic Pipe.** A brochure entitled "Irrigate and Beautify with Southwestern Plastic Pipe" features the many different uses of this material wherever there is a water transmission requirement. Recommended uses include golf courses, lawns, parks, playgrounds, farm irrigation, and municipal water systems. Southwestern Plastic Pipe Co., P. O. Box 117, Mineral Wells, Texas.

Write in No. A39 on card, Pg. 107

**Canvas and Nylon Products.** A 1958 complete line catalog is available which contains 48 pages devoted to pup tents, tarpaulins, Sure-Fit boat covers, and many other items. Hoosier Tarpaulin & Canvas Goods Co., 1302 West Washington St., Indianapolis 6, Ind.

Write in No. A40 on card, Pg. 107

**Hand Tool Handles.** Catalog A and Chart B are available to assist customers in determining which handle correctly fits certain striking and edge tools. Both are illustrated and give full details; information is given also on the quality of the product. O. P. Link Handle Co., Inc., Salem, Ind.

Write in No. A41 on card, Pg. 107

**Industrial Fasteners.** A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Write in No. A42 on card, Pg. 107

**Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bernudez St., Rivera, Calif.

Write in No. A43 on card, Pg. 107

**Firearms.** An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope sights, and Covey hand trap. It includes information on the company's newest models. Catalog is in color.

Popularity Hint...



## Make Friends by Recommending *Gold Medal* SEINE TWINE

Dealer after dealer has built up friendships, patronage and profits by doing it. For the Gold Medal Seine Twines are the favorites of fishermen everywhere. They are the greater value products of America's largest and most experienced manufacturer of fish netting and seine twines.



- GOLD MEDAL COTTON SEINE TWINE...for generations the most popular!
- GOLD MEDAL CONTINUOUS FILAMENT NYLON SEINE TWINE...the finest Nylon twine!
- AND NOW NYAK SEINE TWINE...gives the chief advantages of Nylon at a saving!

ORDER FROM YOUR JOBBER

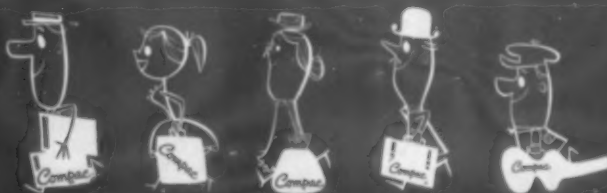


**THE LINEN THREAD CO., INC.**  
418 GRAND STREET • PATERSON 12, N. J.  
Makers of Quality Twine Since 1784

New York • Chicago • San Francisco  
Boston • St. Louis • Baltimore • Gloucester



Compac



## model 33

QUADRUPLE MULTIPLYING  
LEVEL WIND - ALL METAL  
BAIT CASTING REEL

COMPAC ENGINEERED FOR  
THE HIGHEST QUALITY  
AT THE LOWEST PRICE!



## SPECIFICATIONS

COMPAC MODEL 33 BAIT CASTING REEL . . . lightweight all-metal anodized aluminum housing with super-light spool and handle for backlash control. Quadruple multiplying all-metal drive gears, level wind, finger tip drag and anti-backlash adjustment, on-off click button. A superbly light (4 oz.) full capacity reel that holds 100 yds. of 15 lb. test braided casting line. Pearl grey color with contrasting maroon handles. A beautifully engineered example of a reel designed expressly for U. S. fishing conditions.

Jobbers In Principal Cities Or Send For Complete Catalog

priced for full profit . . . . .  
*in a mass market*

O. F. Mossberg & Sons, Inc., New Haven, Conn.

Write in No. A44 on card, Pg. 107

**Life Saving Line.** A full color catalog offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

Write in No. A45 on card, Pg. 107

**Sportswear.** The clothing "preferred by sportsmen for more than 50 years" is presented in a colorful sportswear catalog. The catalog is 8½ by 11 inches and contains 36

pages which feature items such as Aircel insulated cold-weather clothing, Dri-Deal waterproof rainwear, camouflage clothing, insulated underwear, new Air Force yellow safety color, and other Duxbak garments that "shed water like a duck's back." Utica Duxbak Corp., Utica, N. Y.

Write in No. A46 on card, Pg. 107

**Metal Merchandisers.** A 40-page catalog, #390, illustrating and describing the line of Viz-U-Bilt all-metal merchandisers is being offered to dealers. The gondola-type self-selection units described are available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal

shelving, clip-in splicers, and a complete selection of accessories make them flexible and adaptable to all types of merchandise. L. A. Darling Co., Bronson, Mich.

Write in No. A47 on card, Pg. 107

**Gas Circulator Heaters.** A catalog which fully describes the company's complete line of gas circulator heaters may be had on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

Write in No. A48 on card, Pg. 107

**Chains and Chain Assemblies.** A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating, "We Sell Chain." Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

Write in No. A49 on card, Pg. 107

**Ornamental Iron.** The company's 12-page catalog not only covers TFC Ornamental Iron adjustable rails and columns, but also explains how to sell iron work with "step-up" merchandising, getting customers to spend a little more. Tennessee Fabricating Co., 1490 Grimes, Memphis 6, Tenn.

Write in No. A50 on card, Pg. 107

**Repair Handle.** A catalog sheet is available describing the advantages of the Drive-Ezy Repair Handle. Step-by-step illustrations show the procedure for inserting the new handle which is designed to follow the curve of all hollow back shovels, spades, or scoops. Reverse side of sheet lists stock numbers which the handle fits. O. Ames Co., Parkersburg, W. Va.

Write in No. A51 on card, Pg. 107

**Twine.** A 48-page catalog in color entitled, "Columbian Twine for Every Use," is available. It explains how a wide latitude of kinds and sizes of high quality twines are made from fibres such as jute, hemp, sisal, manila, flax and paper, as well as the newer synthetic fibres of nylon and dacron. In an evaluation of twine economy, the booklet describes strength, yardage, appearance and price, the important factors of strength, knot strength and package break. An illustrated twine terminology, a multitude of descriptive photos, and the printing on a heavy stock bond are other features incorporated to make this comprehensive catalog an attractive and helpful booklet on service. Columbian Rope Co., Auburn, N. Y.

Write in No. A52 on card, Pg. 107

**Deming Sales Aids.** An 8-page, 4-color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers

## You'll Sell More Plastex because Plastex gives you more to sell!

### FLEXIBLE PIPE

*Plastex Polyethylene . . . in sizes from ½" thru 6" — 75 and 100 psi pressure rated — single and twin-tube types — lengths to 600' — NSF approved.*

### SEMI-RIGID PIPE

*Plastex Kralastic . . . in sizes from ½" thru 6" — for pressures to 150 psi and even greater chemical and heat resistance — 10' and 20' lengths with plain ends, or sleeve-type coupling one end — NSF approved.*

### A COMPLETE LINE OF FITTINGS FOR BOTH

Packaged Nylon and Styrene insert-type, for mechanical coupling to flexible Plastex Pipe — *Kralastic* for solvent-weld coupling to semi-rigid Plastex Pipe — in every wanted style, ultra precision made, NSF approved.

### AND NOW, DRAIN PIPE AND FITTINGS, TOO!

*Plastex OX . . . high strength, high impact drain and sewer pipe — in 2", 3" and 4" sizes — plain and perforated — with sleeve-type fittings for root-proof solvent-weld joints, or dry joints — 10' and 20' lengths.*

Let us send you complete information

THE **PLASTEX** CO.  
SINCE 1939

3232 CLEVELAND AVENUE  
COLUMBUS 24, OHIO

# BREAKING SALES RECORDS from Coast to Coast

## NATIONALLY ADVERTISED challenger "Wall-ettes"

ORIGINATED BY  
PENENS TOOL CORP.

● THE NEW  
SELF-SERVICE  
UNITS THAT  
REVOLUTIONIZED  
HAND TOOL  
MERCHANDISING



●  
**THIS  
IS ALL  
THE SPACE  
YOU NEED  
TO ROLL  
UP BIG  
DAILY  
VOLUME  
AND  
PROFITS**

Typical store installation (at right) shows following "Wall-ettes". 1 & 2—Combination Wrenches. 3, 4 & 5—Sockets and Attachments in  $\frac{1}{4}$ ",  $\frac{3}{8}$ " &  $\frac{1}{2}$ " Drives. 6—Box Wrenches. 7—Open End Wrenches. 8—Adjustable Wrenches. 9—Deep Sockets. 10—Screwdrivers. 11—Pipe Wrenches. 12—Adjustable Wrenches. 13—Punches & Chisels. 14 & 15—Pliers and Cutters.



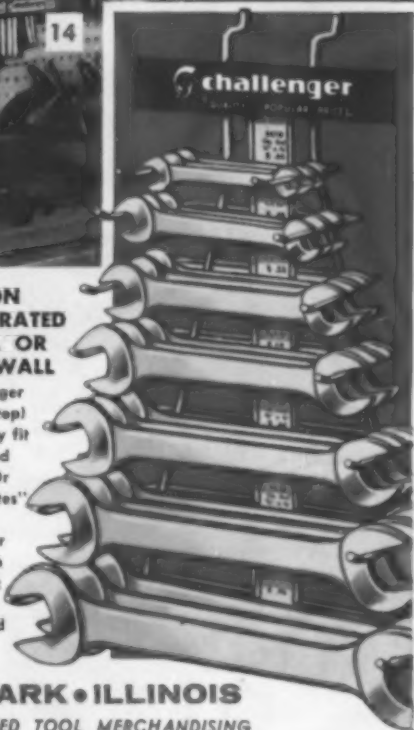
All over America stores like yours are sensationally increasing their tool volume and profits with Challenger "Wall-ettes"! Moreover these Super-compact, Small-investment Assortments use only a fraction of the display space formerly required. *Still further*—your sales costs are cut to rock-bottom by the 100% SELF-SERVICE PERMANENT METAL DISPLAYS which come with each "Wall-ette" Assortment ("Slide-in" Markers clearly identify and give retail price of each tool).

And "Wall-ettes" feature only tools in greatest demand every day—*Fine-quality, Nationally-advertised Challenger Tools at low popular prices that make your dollars turn F-A-S-T!* Also, you always can hold your stock to absolute minimum, because your jobber makes "refill" shipments as soon as you reorder.

**ASK YOUR JOBBER NOW** to show you how Challenger "Wall-ettes" will skyrocket your tool sales and profits! Or today write address below for full-color descriptive literature and prices!

### USE ON PERFORATED PANEL OR ANY WALL

Two Hanger Ends (at top) accurately fit perforated panels. Or "Wall-ettes" hang on cabinet or door with 2 "Magic Buttons" (furnished free).



**PENENS TOOL CORPORATION • SCHILLER PARK • ILLINOIS**

ORIGINATORS OF "WALL-ETTES" . . . THE SELF-SELLERS THAT REVOLUTIONIZED TOOL MERCHANDISING



# Set 'Em Up... and

# SELL 'EM!



## The LAMSON Serve Yourself BOLT TRAY

For "Super Market" Selling in Hardware Stores!

SET 'EM UP

LIKE THIS

...OR

LIKE THIS



...OR

LIKE THIS



Assortments  
and  
Sizes

Carriage Bolts

$\frac{1}{4}$ " x 1" to  $\frac{3}{8}$ " x 4"

Small Machine Bolts

$\frac{1}{4}$ " x 1" to  $\frac{3}{8}$ " x 4"

Stove Bolts—Rd. or Flat Hd.

$\frac{3}{8}$ " x  $\frac{3}{4}$ " to  $\frac{1}{2}$ " x 2 $\frac{1}{2}$ "

Large Machine Bolts

$\frac{3}{8}$ " x 1" to  $\frac{1}{2}$ " x 6"

Cap Screws

$\frac{1}{4}$ " x  $\frac{3}{8}$ " to  $\frac{1}{2}$ " x 2"

Hex Nuts

$\frac{1}{4}$ " to  $\frac{1}{2}$ " tap

PACKAGED  
REFILLS IN  
SMALL  
QUANTITIES

91 Types and Sizes

ALL ZINC CHROMATE PLATED

## The LAMSON & SESSIONS Co.

2000 TIDEMAN ROAD, CLEVELAND 9, OHIO • PLANTS AT CLEVELAND AND KENT, OHIO • CHICAGO • BIRMINGHAM



and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blotters; window cards and streamers; satin banners; clocks; tacker; bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Write in No. A53 on card, Pg. 107

**Chains.** A catalog page-price list is available which features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer cost figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

Write in No. A54 on card, Pg. 107

**Fishing Annual.** In 48 pages of color, the Garcia 1958 Fishing Tackle Trade Catalog contains profusely illustrated descriptions of the firm's complete line of tackle and accessories. All features and selling points of each product are covered. Sections are devoted to each category carried in the line, including Mitchell, Ambassador and Abu-Matic reels, Gold Bond rods, Platyl and Mitchell monofilament lines, Ambassador braided line, Abu-reflex and other lures, leaders, balanced kits, and accessories. A full section is devoted to dealer merchandising aids and ideas available from the company. The Garcia Corp., 268 Fourth Ave., New York 10, N. Y.

Write in No. A55 on card, Pg. 107

**Vacuum Cleaner and Floor Polishers.** The Redi-Vac vacuum cleaner, the improved FP-33 floor conditioner, and the new FP-33A conditioner are described in a two-sided catalog page, #JS-53. The two-color data sheet fully describes and illustrates the polishers, and also a rug cleaning attachment and a floor refinishing kit. Features of the Redi-Vac are shown in a series of line drawings. Specifications are given and a six-piece accessory kit is described. Red Devil Tools, Union, N. J.

Write in No. A56 on card, Pg. 107

**Sprayers and Dusters.** Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire



**NEW - Big Volume, High Profit Jets!**

# Rapidayton

## JETSTARS\*

**Famous name, quality construction,  
packaged for easy merchandising;  
Broad coverage of the market  
from a simplified inventory**

Now you can do a big volume, high profit business in jet water systems—even in a tough, competitive market—from a simplified inventory.

You can do it with "key" models from the new low-priced Rapidayton Shallow Well and Convertible Jetstar series. These are big high-quality pumps that build your reputation and protect your profits. They are fully packaged for easy handling, fast merchandising, and simple installation. Their outstanding performance and complete dependability keep service to an absolute minimum . . . You get all these advantages, plus the famous Rapidayton name, known and preferred by millions of satisfied users and backed by the most aggressive promotion in the industry.

All Jetstars have the famous Rapidayton Quad-Volute self-priming design; big, powerful 56-frame motors with overload protection; open, separate motor mounting bracket which keeps moisture from pump out of motor and, just as important, allows use of a standard NEMA motor; Crane rotary seal; heavy gauge steel tanks, hot-dip galvanized inside and out. (No short-cut construction here!)

For high quality, service-free pumps with a "big" name, for broad market coverage from a few versatile models, and for low list prices with a generous dealer discount, sell the Rapidayton Jetstar. Do business with your Rapidayton wholesaler.

### Write today for SIMPLIFIED CATALOG

Designed especially for easy reference, this new catalog shows clearly how, from a minimum inventory of versatile Rapidayton Jetstar models, you can do a high volume, high profit business in a competitive market. Included in the catalog is the famous deluxe Rapidayton Twin series, the fastest-selling multi-stage packaged system in America. Also, handy pump selection chart. Write today.

\*TRADEMARK



### Shallow Well JETSTAR

In shallow well country? Dominate the market with this high capacity low-priced package. Quad-Volute, self-priming. Capacities to 630 g.p.h. Complete  $\frac{1}{2}$  h.p., 13 gal. tank system . . .

**\$106<sup>75</sup>** RETAIL



### Convertible JETSTAR

This versatile, simplified package is two pumps in one! For any depth 0 to 70 ft. Converts without extra pump parts. Quick-Connect flange. Self-priming. Complete  $\frac{1}{2}$  h.p., 13-gal. tank system . . .

**\$119<sup>75</sup>** RETAIL



# Rapidayton

The Tait Manufacturing Company, Dayton 1, Ohio  
Established 1908 as The Dayton Pump and Manufacturing Co.

©1966 TAIT MFG. CO.

Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Write in No. A57 on card, Pg. 107

**Hand-Tool Equipment.** Auger and electric drill bits, chisels and gouges, drawknives, door lock bits, the #515 Nail Puller, and other hand-tools are pictured and described in a catalog available from the manufacturer. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Write in No. A58 on card, Pg. 107

**Hand Tool Selection Chart.** An illustrated customer-service chart is

offered which shows how to select hand tools for garden and lawn care. The chart describes and pictures the 50 most popular tools, grouped by "families." It is 25 inches high, 16 inches wide, and is printed in three colors on durable poster stock. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. A59 on card, Pg. 107

**Display Ideas.** A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Rubbermaid, Inc., Wooster, Ohio.

Write in No. A60 on card, Pg. 107

**Fusible Links.** Folder F-184, which illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes is now available. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. A61 on card, Pg. 107

**Hardware Chain.** A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Write in No. A62 on card, Pg. 107

**Marine Line.** A full-color catalog presents the complete line of Aqua-Float marine safety products. Illustrated in color are Aqua-Float Coast Guard Approved life saving jackets, Aqua-Float children's swim vests, ski belts, U. S. C. G. Approved buoyant boat cushions, and a full line of Aqua-Floats, vinyl plastisol floats, fenders, ring buoys, and mooring buoys. Detailed description of each item is included. In addition, the catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. Style-Crafters, Inc., Greenville, S. C.

Write in No. A63 on card, Pg. 107

**Johnston Mowers.** A 1958 mower brochure in full color is available. In addition to new models and product features shown, the brochure deals with type of mower prospects and market trends anticipated in 1958. Johnston Lawn Mower Corp., Brookhaven, Miss.

Write in No. A64 on card, Pg. 107

**Juvenile Line.** "Future Flair" design is accented in the company's presentation of its 1958 line of carriages, strollers, juvenile accessories and toys which are illustrated in a 24-page, colorful catalog made available to the trade. Portrayed with complete description and specifications are some 19 carriages and strollers which incorporate such features as aero-matic glide ride, three-way convertibility, and foam rubber seats and backs. Colors come in five Scotch plaids, plus 17 triple-tone designs on washable pastel shades. High-chairs, feeding tables, car beds and auto seats, walkers, and action toys are among the other items receiving full attention. Price lists and order forms are included in the catalog. O. W. Siebert Co., Gardner, Mass.

Write in No. A65 on card, Pg. 107

**Fishing Rods and Reels.** A trade catalog, specially prepared for the '58 selling season, consists of 48 pages of comprehensive information on the company's entire line of fishing

## ARE YOU MISSING A BET?



There's extra profit in  
this combination  
plier-wrench

CHANNEL LOCK  
No. 410  
SELF-GRIPPING  
HEAVY-DUTY  
PLIER

This heavy-duty, self-gripping plier is a prime favorite of mechanics. They like its terrific gripping power in tight places they can't reach with a pipe wrench. They buy it and use it as a combination plier and wrench... the finest hand tool of its kind on the market. And they'll buy it from you if you stock it... catalog it... display it.

**CHAMPION DEPARTMENT TOOL COMPANY**  
MEADVILLE, PENNSYLVANIA

IT'S EASIER TO STOCK  
JUST ONE LINE OF PLIERS



IT'S PROFIT-WISE TO STOCK THE  
GENUINE CHANNELLOCK LINE



Send for Our New Catalog

tackle. Emphasizing its expanded line-up of Push-Button WonderCast reels, the No. 1776 Deluxe Bronze model adorns the color cover. Fifteen pages show glass fiber Wonderrods for every type of fishing; 13 pages cover the line-up of spinning, bait casting, push-button, fly fishing, and salt water fishing reels. The rest of over 40 pages, painted in 2-color, are devoted to fishing lines, miscellaneous equipment, company personalities, and other items of trade interest. Shakespeare Co., Kalamazoo, Mich.

Write in No. A66 on card, Pg. 107

**Power Mowers.** A folder picturing and describing the company's entire line of power mowers is available. Clark Manufacturing Co., 3024 Melville Rd., Decatur, Ga.

Write in No. A67 on card, Pg. 107

**Project Book.** Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blue-printed thoroughly on a self-contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing the use of its own glue product, Rogers Glue. Rogers Insinglass & Glue Co., Gloucester, Mass.

Write in No. A68 on card, Pg. 107

**Galvanized Ware.** The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. A69 on card, Pg. 107

**Pre-Measured Chain.** A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is re-attachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Hodell Chain Co., Cleveland 3, Ohio.

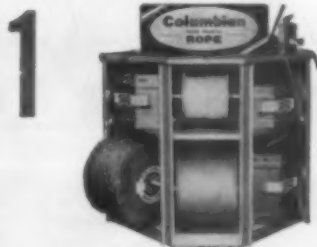
Write in No. A70 on card, Pg. 107

**Sanding Kit.** For insertion in standard binders, a catalog sheet is

## You Gotta' Display 'Em to Sell 'Em...

**COLUMBIAN** gives you these four big selling helps

The sale you make is the sale that counts—and only Columbian offers four "sales-maker" rope merchandisers to speed your rope turnover. Real attention-getters, they are a buying invitation to everyone who enters your store. And they display a maximum of rope in a minimum of space. Ask your Columbian Distributor about getting these merchandisers to increase your rope sales and boost your monthly net.



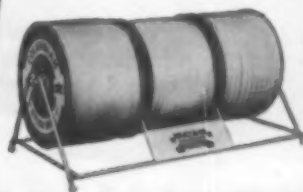
**MERCHANDISER #57** is a complete rope department in one compact unit. Holds 6 Colpack cartons with a variety of ropes, including two 100 lb. cartons; or 6 full reels plus two 25 lb. reels. Easy dispensing—rope feeds through guides to simple, accurate measuring device, is quickly cut to any length. 54½" long—44½" high, 23¼" deep, plus 12½" high sign.



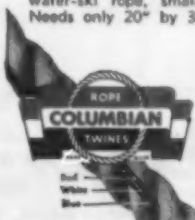
The **PICK-ME-UP** self-service merchandiser offers 50 ft. and 100 ft. Columbian Manila Rope Coils packaged and ready to go. Top shelf for ski-rope or other Columbian ropes. No measuring—no cutting—no weighing—the customer does the work! 22" x 22" x 54½"—occupies less than 4 sq. ft. of floor space. Rope sizes: ¼", ⅝", ½".



The **COLUMBIAN COLPACK ROPE RACK** is the best way to stock rope in smaller sizes. Holds one Colpack 25 lb. carton and two Colpack 50's. Top shelf for water-ski rope, small coils or twine. Needs only 20" by 30" floor space.



**COLUMBIAN DISPLAY RACK** holds 3 reels of Columbian Stabilized Nylon Rope or Columbian High-Tenacity Polyethylene Rope in the popular ¼", ⅝" and ½" diameters. Fits easily on shelf, counter, or on top shelves of Pick-Me-Up and Colpack Rope Rack.



**COLUMBIAN Rope Company**

Auburn, "The Cordage City," New York

The Man Who Knows The Ropes Says, "Columbian!"

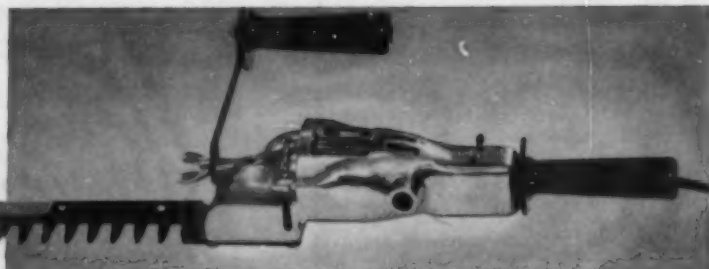


FOR EVEN GREATER  
**YARD 'N' GARDEN SALES**  
 ORDER *Black & Decker's* BIG 3—NOW!

Sales of yard 'n' garden tools this season were more than anyone expected. New records were set. Get ready now for even bigger business next year—order Black & Decker, the line that's hot!

*Black & Decker.* Heavy-Duty HEDGE 'N' SHRUB TRIMMER

The professional trimmer at a home-owner price! Shockproof foil-guard handles, adjustable to many positions. Power to spare for thick, coarse shrubs and hedges. Balanced one-hand operation. Extra-long 13" blade.



*Black & Decker.*  
 HEDGE TRIMMING  
 ATTACHMENT



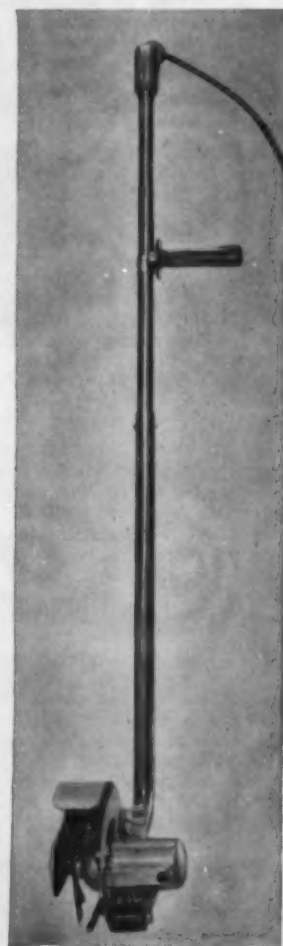
This B&D Magic Switch Attachment fits new Black & Decker Power Driver and 1/4-inch Utility Drills for close-coupled operation. Ideal for the drill owner with occasional trimming jobs.



Your customers see Black & Decker advertising on Yard 'n' Garden tools in *The Saturday Evening Post*, *Life*, *Better Homes & Gardens* and *Farm Journal*. You'll see the results in store sales!

*Black & Decker.*  
 COMBINATION  
 LAWN TRIMMER  
 'N' EDGER

Eliminates all hand trimming around trees, under fences, against walls, along walks. Quick adjustments for double job of trimming or edging. Safety deflector plate, shockproof foil-guard handles, instant-release safety trigger switch. Rugged enough for professional use.



*Black & Decker.*

Dept. W-108, Towson 4, Md. World's Largest Maker of Electric Tools



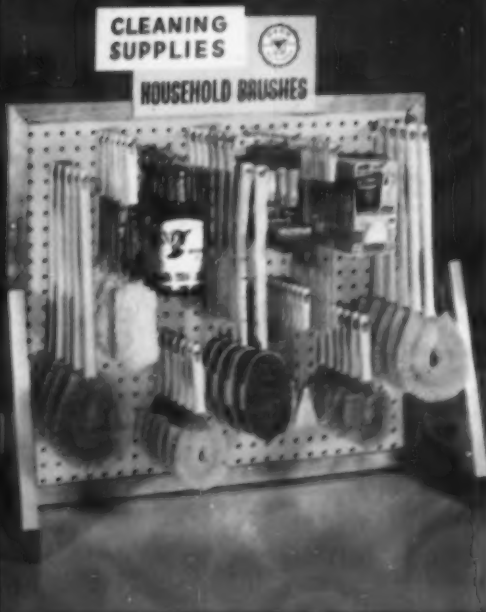
# Self-Service

SALES CENTERS

FOR

## OXCO BRUSHES

designed to  specifications  
NATIONAL RETAIL  
HOUSEWARE ASSOCIATION



### ▲ No. 25 HOUSEHOLD BRUSH MERCHANDISER

For big volume brush sales. You get one dozen each of 25 popular Oxco brush styles, with No. 15 display fixture, 25 hangers and top sign. Permanent-type, wood and peg-board Display-Merchandiser included in total price of Assortment.

### ◀ No. 12 HOUSEHOLD BRUSH MERCHANDISER

For the smaller store. You get one dozen each of 12 fast-moving Oxco brush styles, with No. 9 display fixture, 12 hangers and top sign. Order brushes at regular prices and you get Display-Merchandiser at no extra cost.

Wide range of styles and prices covers your market. Many brushes feature Oxco's solid plastic handle in pink, blue or yellow. All brushes labeled and pre-priced.

FOR "THE QUEEN WHO CLEANS"—DuPONT *Tynex* NYLON-FILLED BRUSHES



### NATIONALLY ADVERTISED



Start building up your sales of brushes and related cleaning supplies with these NRHA—approved displays. They're adaptable for island, gondola, wall or column display. Complete information is available from your Jobber... ask your salesman on his next call for free Brochure—"How to Merchandise Cleaning Supplies for Greater Profit."

 **OXCO**  
BRUSHES  
OX FIBRE BRUSH COMPANY, INC.  
FREDERICK Established 1884 MARYLAND

# FEATURE OXCO'S EXCLUSIVE *SPEEDY-CLEAN* LINE...

**for Speedy Sales  
and Profits...**

No. 770

*SPEEDY-CLEAN*

## DISHWASHER

Speeds dishwashing, keeps hands out of hot water. Springy, hygienic SARAN bristles... attractive solid plastic handle in pink or yellow.

**ONLY 98¢ retail**

### DISPLAY PACK

Holds 6 Dishwashers (3 yellow, 3 pink) in stand-up display. Carded brushes available... bulk packed, for mass, jumble, or hang-up display.



**NEW!**  
No. 660 *SPEEDY-CLEAN*  
**PAN BRUSH**



**ONLY 59¢ retail**

Scrubs and scours—a useful kitchen brush with real impulse features. Filling in face—white tampico fibre... in top—crimped brass wire. Attractive plastic handle in pink and yellow. Individually carded for mass or jumble display, or hang-up.



No. 990

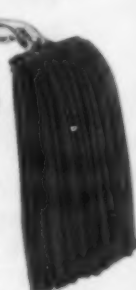
*SPEEDY-CLEAN*

## HOUSEHOLD MOP



**ONLY \$2.49 retail**

Builds volume and profits, keeps your cleaning supplies department up to date. DuPont cellulose sponge yarn won't lint or tangle, mops and dries quickly. Includes strong metal head clamp, red wood handle. Mop head packaged in attractive film wrapper.



## AND...OXCO'S FLOOR SWEEP DISPLAY #1 FOR GREATER PROFIT PER SQUARE FOOT!

Increase volume on profitable floor sweeps with less than 2½ square feet of floor space! Oxco Floor Sweep Display #1 does all this for you—DISPLAYS three styles of sweeps, plus handles. SELLS by use and proper style. Sign tells customer style of sweep needed for his floor surface. STOCKS extra sweeps and handles.

### 18 SWEEPS AND HANDLES PLUS METAL RACK

All packed in one carton. Easy to set up—no complicated bolts and nuts—rack simply unfolds and it's ready for stocking. Top sign tells customer style of sweep needed for his floor surface.

**3 FAVORITE sweeps (14")**  
**6 FAVORITE sweeps (18")**  
**3 CHOCTAW-X sweeps (14")**  
**4 CHOCTAW-X sweeps (18")**  
**2 GARAGE palmyra (18")**

**DISPLAY RACK AND TOP SIGN ►**



**ASK YOUR JOBBER FOR**

**OXCO BRUSHES**  
OX FIBRE BRUSH COMPANY, INC.  
FREDERICK, Suburban 1884 MARYLAND

offered which describes and illustrates the Model 700K complete electric powered Sanding Kit. The sheet is in color and shows all the features of the kit, which retails for \$16.95. The kit includes the sander and polisher, in a metal case; a supply of sandpaper; and a polishing cloth. Weller Electric Corp., Easton, Pa.

Write in No. A71 on card, Pg. 107

**Fishing Equipment.** Weber's 1958 Supplement No. 33B, applying to Catalog No. 33, contains 77 new items. All are indexed on the cover for quick reference. The supplement features a number of new Dyllite plastic fly-rod poppers and assortments. The Dyllite spinning mouse and frog are two additional lures molded of this plastic material. Whirl-Arom is one of the new spinning and casting lures. The complete series of Weber plastic crawlers, worms, rigs, etc., are listed also. Especially featured are Mustad ringed hook display rack assortments containing plastic boxes of assorted or straight sizes. Many rack assortments display other types of treble and single loose hooks, snap-swivels and divided wing, dry and wet flies. Gerion imported German nylon spinning line and leaders are other new items. Weber's free Movie-gram fly casting instruction folders in a colorful display are available to dealers every year. The Weber Life-like Fly Co., Stevens Point, Wis.

Write in No. A72 on card, Pg. 107

**Spinning and Casting Reels.** Three catalog sheets, in color, picturing and describing the 1958 line of Langley spinning and casting reels are available to the trade. Newest offering is the Cast-Flo Deluxe "900," a closed face reel, featuring hex drag, thumb control, and fast retrieve. All seven Langley spinreels, ranging from \$16.95 to \$37.95, feature two-point shaft suspension for increased durability and balance. Seven casting reel models also are offered, ranging from \$8.50 to \$17.95. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

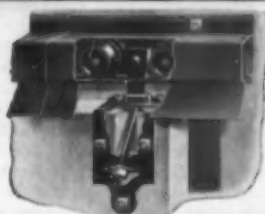
Write in No. A73 on card, Pg. 107

**Marine Safety Products.** The 1958 catalog for marine safety products contains complete description of Tapatco life saving vests for children and adults, buoyant boat cushions, motor covers, ring buoys, and water fenders, life vests, boat covers, and marine caps. Illustrations are in full natural color and pertinent facts such as size, styles, colors, shipping weights, etc., are listed. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

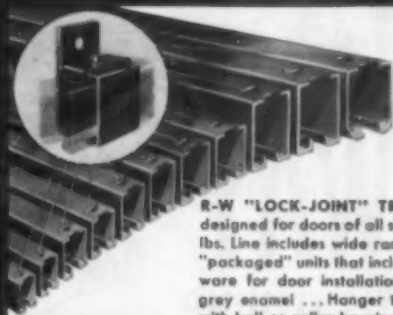
Write in No. A74 on card, Pg. 107

**Building Materials.** Entitled "Reynolds Aluminum Supply Co. Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference li-

# R-W



**WEATHERPROOF BARN DOOR TRACK AND HANGERS...** the favorite of farmers everywhere. Easy to sell R-W No. 36 self-cleaning type track is weather and birdproof. R-W No. 423 Hangers feature roller bearings and lateral and vertical adjustment for easy, dependable operation.



**R-W "LOCK-JOINT" TRACK AND HANGERS...** designed for doors of all sizes and weights up to 3000 lbs. Line includes wide range of sizes plus a series of "packaged" units that include all necessary hangers, track and hardware for door installations. Track and Hanger aprons finished in grey enamel... Hanger trucks cadmium plated. Hangers available with ball or roller bearings as desired.



**"EaR-Way" TRACK and TROLLEY...** R-W No. 239 Track has ears spaced on 12 inch centers that are attached to walls by lag screws... bosses hold track away from building for free air passage. R-W 346 1/2 B Hangers feature ball bearings and vertical and lateral adjustments.



## TRACK and HANGERS

for industrial, commercial and farm buildings!



You can be sure of satisfying your customers' exact needs when you stock and sell the Richards-Wilcox line of Track and Hangers... it's the "QUALITY" line, backed by over 78 years of experience that will provide a fast turnover, increased profits and complete customer satisfaction. R-W Track and Hangers will provide years of dependable, trouble-free service... even on doors weighing over a ton. Stock-up now.

**NEW FEATURE...  
CADMIUM PLATED  
FINISH NOW STANDARD  
ON THE TRUCKS OF  
ALL R-W HANGERS**

**WRITE  
TODAY!**

for complete information. Request Catalog No. 100-R.

**Richards-Wilcox**

MANUFACTURING COMPANY

A HANGER FOR ANY DOOR THAT SLIDES



336 W. THIRD STREET, AURORA, ILL. • Branches in Principal Cities



brary on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

**Write in No. A75 on card, Pg. 107**

**Time Payment Plan.** A folder is available to all interested dealers, describing the complete new Foley Futuramic line of power mowers and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. The company points out that the plan is simple in operation, has no recourse, and the dealer receives prompt and full payment for each time payment Foley mower sale he makes. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

**Write in No. A76 on card, Pg. 107**

**Water Skis.** The Hydro-Flite line of water skis, aquaplanes, and accessories is presented in catalog No. 13. The catalog is in color, with the skiing equipment pictured and fully de-

scribed. Hedlund Manufacturing Co., Nokomis, Ill.

**Write in No. A77 on card, Pg. 107**

**Outboard Motors.** Large counter pieces, envelope stuffers, specification sheets, accessory brochures, and price sheets describing the entire line of Buccaneer Outboard Motors are made available by the company. Gale Products, Dept. 517A, Galesburg, Ill.

**Write in No. A78 on card, Pg. 107**

**Fishing Tackle.** A colorful, 28-page trade catalog shows the company's complete line of tackle, accessories, and gift assortments available for the 1958 season. Featured on the front cover is the Master-Grip SpinCast Rod handle. The cover also calls attention to four spinning reels in a compact design; 13 new SpinCast Rods with two-piece tips in both hollow and solid glass; and the addition of two new SpinCast Reels, including the large capacity No. 88. Among other items highlighted in the new line is the Shot-Master split shot applicator with Redi-Shot cartridges available in gift style packages with twin-rack counter displays. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

**Write in No. A79 on card, Pg. 107**

**Tractor Drawn Implements.** Catalog No. 857 covers the King line of

tractor drawn implements with illustrations, specifications, and prices. In addition, 14 pages are devoted to lists of repair parts, with a drawing shown of each part along with its identifying number. King Plow Co., Atlanta, Ga.

**Write in No. A80 on card, Pg. 107**

**Fishing Equipment.** A 32-page, 8½ x 11-inch saddle-stitched catalog which gives descriptions, prices, and illustrative details on the complete line of Shakespeare reels, Wonderods, lines, and miscellaneous accessories for every type of fishing is available. The center spread of the illustrated price list is devoted to a 6-page accordion-type pull-out insert giving a full color portrayal of the firm's new level-wind Push-Button reels, the color styling on different priced Wonderods, and the story behind the company's manufacture of its own monofilament at its Soo Valley subsidiary in Columbia, S. C. Four open face Sea Wonder spinning reels also are specially featured. Shakespeare Co., Kalamazoo, Mich.

**Write in No. A81 on card, Pg. 107**

## Dealer Display Contest Sponsored by Slaymaker

A \$500 DEALER display contest is being sponsored by the Slaymaker Lock Co.

Thirty-five cash awards will be made for outstanding displays of Slaymaker products with a top award of \$250. Second prize is \$50; third, \$25; fourth, \$15; and fifth is \$10. In addition there are 30 prizes of \$5 each. A dealer may enter as many displays as he wishes and is not limited to one prize.

Displays of Slaymaker products can be any kind: window, counter, bin, shelf, rack, hanging, floor, etc. Size of the display is unimportant. Judging will be based on originality only.

Photographs of displays with dealer name and address on the back must be mailed no later than November 15. Judging will be done by a panel and prizes awarded before January 1, 1959.

Complete information may be obtained by writing Contest Department, Slaymaker Lock Co., Lancaster, Pa.

## Please Handle the Merchandise!

(Continued from page 36)

both from customers and from people in the hardware industry. In one compact unit, several sizes of rope can be pulled up from holes

NEW!  
IMPROVED!

NEW SIZES  
NEW PACKAGE  
NEW 101 DEAL

# 5-WAY

## PLASTIC FISHING FLOAT

NEW OUTSIDE WRAP DEVICE

For extra ease in handling. New peg provides slip or stationary choice in an instant.

NEW SLIP-STOP ATTACHMENT

Provided with each float. Rubber band knot across line allows correct depth adjustment with exclusive through-the-center casting method.

Now a complete line of 101 floats... ¾", 1", 1¼", 1½", 1¾", 2". Red, white and blue display boxes prove perfect for self-service selling. 101 Deal features new ¾" 5-Way Float.



YOU SELL MORE... WITH THE FLOAT THAT HAS MORE TO OFFER



**FISHING FLOAT COMPANY, INC.**

2001 East Franklin St., Richmond, Virginia



# YARDLEY K PIPE

made especially  
for the man who says:

**"I value my reputation..."**

The man who wants to be sure of his installations insists on Yardley K — the pipe with the safety factor that protects against splitting, pin holes and rupture. Yardley K is *Pressurated* 150 P.S.I., yet costs no more. With only K-150 in your stock you can set submersible or jet pumps to 289 feet pumping water level. This means substantial savings in your inventory. Get all the facts. Write for free Brochure "How to Choose and Use Yardley K Pipe."



## FOR JET PUMPS

### TIP-IN METHOD

Use K-150 solvent weld pipe, coupled one end — 20-ft. lengths. The well piping system is assembled complete, with well cap, on the ground and then raised or tipped into the well casing.

**YARDLEY K FITTINGS** are available in a wide selection including male and female adapters with standard iron pipe threads for connecting to pump outlets, etc.



### STRAIGHT-IN

Use K-150 pre-joint, 10 or 20-ft. lengths. Pipe supplied with iron pipe threaded male and female adapters attached.

## FOR SUBMERSIBLE PUMPS



### TIP-IN METHOD

Use K-150 solvent weld pipe, coupled one end — 20-ft. lengths.



### STRAIGHT-IN

Use K-150 pre-joint pipe — either 10 or 20-ft. lengths.



**YARDLEY PLASTICS CO., 142 PARSONS AVE., COLUMBUS 15, OHIO**

in the floor and fed into the cutter. Because the store does not have a basement, Davis laid out plastic tubes running beneath the floor to a large supply of rope in the rear workshop. In addition to providing a conversation-provoking display, only a few minutes is required to pull out, measure, cut and wind the rope for a customer.

A similar efficiency is found in the area where chain is kept. Sizes in greatest demand are wound on spools suspended between wooden panels. Small-size chain is stored in its original boxes on top of the fixture. For showing and dispensing this chain, holes are cut in the boxes. Large chain is kept beneath, a short length showing over the side of the containers. Any size or amount requested by a customer can be fed into the cutting machine without opening and lifting containers.

"I've never tried it but I bet I could find any size bolt in the dark with both eyes shut," remarked a salesman about the store's small hardware bins. These form two 3-sided rooms, stacked from the floor to as high as a salesman can reach. Each item is separated by size in labeled bins, beginning at

the top with the smallest. After a couple month's experience, a man needs only to turn his back on his customer for a moment before returning with the item wanted, according to Manager Alex Mears. The store feels that these open bins serve other worthwhile needs, too: the visibility of stock makes inventory simpler and the merchandise on open display leads to additional sales, particularly with self-service customers.

#### Good Housekeeping

Unlike some attractive stores where orderliness ceases just beyond the sales floor, the Davis storage and workshop sections show continued good-housekeeping. Above the immaculate workbench where merchandise is assembled, repaired, and serviced is a strict warning to "Keep table clean—replace all tools." A peg board back fitted with hanging brackets and glass shelves allows an orderly arrangement of tools and materials. This versatile peg board also is used in displaying tools along the store walls. Several can be grouped together through the use of long, extending brackets,

leaving wall space for tools of other sizes and uses. The positioning of the brackets holds this merchandise at an angle which invites customers to pick them up and try the "heft." The revolving fixture which holds large saws again attests to thorough planning: a center post with circular pieces of wood at top and bottom holds up the spindle-shaped fixture. Depressions in the lower circle support the saw handles and the blades are passed through slots cut in the upper circle.

Customers of downtown Davis Hardware are surprised to find a gift and housewares department in the suburban store. The owner explains his reasoning this way: "I never saw a reason for including this merchandise in my downtown store. When women come to town, they buy housewares at a department or specialty store."

But a suburban store, he decided after sizing up his potential customers, was a completely different situation. His research showed first that he'd need an oversize parking lot to attract women customers and next, they'd want a department-store or "one-stop" selection of merchandise.

His deductions were correct, borne out by his present average of female trade—about 40 percent. A subtle layout of departments leads a woman from the housewares section, past a traffic-stopping bargain table and into the handsome gift department. While she may buy only a 50 cent paring knife, she has been exposed to the store's display of big-ticket ornaments and decorative merchandise. Even though the risk of breakage might be high in this department, the open-shelf and "please touch" display plan is nonetheless featured. Much in the manner of specialty shops, a saleslady sits at a desk in the department to give personal service when it is requested. The store finds that while a woman's motive in handling beautiful merchandise is somewhat different from a man's lifting of a tool, the end result—the sale—is the same.

"I may have the world's most handled stock," Davis explains, "but I'm convinced that's what it takes to sell it. If possession is 100 percent of the sale, I work on the principle that getting a customer to handle the merchandise is better than 50 percent!"

If a dealer doubts the value of "please touch" fixtures, perhaps he should spend more time watching his customer's faces. No sales tech-

*Announcing...*



**a new "Do-It-Yourself" Product...**

**G. F. WRIGHT STEEL & WIRE COMPANY**  
WORCESTER 3, MASSACHUSETTS

*Available from jobbers everywhere.*

INDUSTRIAL WIRE CLOTH • STANDARD HARDWARE CLOTH • HEXAGONAL NETTING  
WIRE STRAND • WOVEN WIRE LATH • WELDED FABRIC • SCREEN CLOTH

# FOUR NEW *Remington* DEVELOPMENTS TO HELP RAISE YOUR SALES IN '58!



RETAIL  
PRICE FROM **\$134.95\***

## SPECIFICATIONS:

**CALIBER:** 30-06, 280 Remington, 270 Win.  
**ACTION:** Bolt—bright-finished body, blued handle. Receiver matte-finished. Match-type adjustable trigger.  
**MAGAZINE:** Fixed box with hinged floor plate. 4-shot capacity plus one in chamber.  
**STOCK:** American Walnut—forearm and pistol grip finely checkered. Black grip cap, black checkered butt plate.  
**SAFETY:** Oversized thumb lever. Silent 3-position control.  
**BARREL:** 22-inch round tapered.  
**WEIGHT:** 7 lbs.  
**LENGTH:** 42½ inches over all.

## NEW REMINGTON MODEL 725 ADL HIGH-POWER RIFLE OFFERS DISTINGUISHED CUSTOM FEATURES

The full list of custom features presented in the new Model 725 give this distinguished new bolt-action big-game rifle overwhelming sales appeal. It's the rifle for any shooter who has ever wanted more—much more—than "just another gun." For top attractiveness to buyers, this quality firearm is drilled and tapped for 5 possible sight mountings covering every high-power rifle use. From its all-purpose Monte Carlo stock to its removable-hood front sight, it's a seller.



RETAIL  
PRICE **\$62.25\***

## SPECIFICATIONS:

**WEIGHT:** 4 lbs.  
**BARREL:** Aluminum-jacketed steel, 23" round tapered, crown muzzle.  
**STOCK:** New "Sun-Grain" walnut, checkered . . . anodized aluminum butt plate.  
**CAPACITY:** 20 short, 17 long or 15 long rifle cartridges.  
**SIGHTS:** Step-adjustable rear, custom-finished . . . gold-finished bead front.  
**EXTRA FEATURES:** Single loading through ejection port . . . receiver grooved for "Tip-Off" scope mounts . . . cross-bolt safety.

## NEW REMINGTON "FIELDMASTER" MODEL 572 SLIDE-ACTION IS WORLD'S LIGHTEST, MOST COLORFUL 22

Retaining all the fine operating features of the standard-grade Model 572, the new "Fieldmaster" 22 achieves the lightest weight—only 4 pounds—of any 22 in the world. and, in addition, barrel and receiver are finished in either of two distinctive colors selected especially for sporting arms—Buckskin Tan or Crow-Wing Black. These distinctive rifles are receiving enthusiastic response from wholesalers and dealers everywhere. To insure *your* having these for the buying seasons ahead, get your order in now.



## New 222 Remington Magnum cartridge packs bonus reach and wallop

Here's a new Remington cartridge with all the outstanding characteristics of the fast-selling 222—accuracy, speed and flat trajectory—plus *magnum power* to go further, hit harder. Perfect for varmints. Now in the fine Remington Model 722 high-power rifle.

**Remington** 

"Fieldmaster," "Gamemaster" are Reg. U.S. Pat. Off.  
by Remington Arms Company, Inc., Bridgeport 2, Connecticut.



RETAIL  
PRICE FROM **\$112.45\***

## POWERFUL, NEW 280 REMINGTON CAL. NOW IN REMINGTON MODEL 760 SLIDE-ACTION BIG-GAME RIFLE

The success of the new long-range 280 Remington caliber cartridge, on everything from varmints to big game has spurred its introduction in the Remington Model 760 "Gamemaster" slide-action—the world's fastest hand-operated big-game rifle. Matching this exciting new cartridge (now in 3 bullet weights) with an outstanding rifle adds up to sales.

\*Prices subject to change without notice.

IN THE PAST DECADE, REMINGTON HAS DEVELOPED MORE GUNS OF NEW, ADVANCED DESIGN THAN ANY OTHER GUNMAKER.





- DESIGNED FOR SERVICE
- CUSTOMER ACCEPTANCE
- PROFITABLE VOLUME

Professional design, high quality and generous dealer mark-up makes the B & C line the one to sell. If you are not now enjoying the advantages of the B & C line and would like to know more about them, write B & C.

### BENCH VISES

Two Types:  
Stationary and  
Swivel



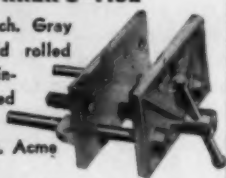
Gray iron, finished in baked Red enamel. Swivel positions are easily and quickly attained.

- No. 149—Jaws and opening 1 3/4"
- No. 150—Jaws and opening 2 1/2"
- No. 153—Jaws and opening 2 1/2"

### WOODWORKER'S VISE

For every bench. Gray iron jaws, cold rolled steel guides. Finished in baked red enamel.

5/8" dia. screw. Acme Threads.  
No. 176—Jaws 6 1/2", 3 1/2" deep.  
Opens to 4 1/2"



### SAWHORSE VISE

Holds work in horizontal or vertical position. Gray iron, finished in baked Red enamel. Main screw 5/8" dia. Acme thread. Clamps to 2". No. 175—5 3/4" Jaws open to 4".



Your Jobber has the details. See Him!



THE BRINK & COTTON MFG. CO.  
37 POLAND STREET • BRIDGEPORT, CONN.

nique yet discovered can match the effectiveness of permitting a woman to caress a piece of shining copper or a man to grip and weigh an axe.

### Salesmen, or Money Changers?

(Continued from page 37)

sary for painting and improving outside condition and appearance of my house.

"This time I didn't get off so easy. For the salesman gave me the full force of his 'related merchandise' pitch. And when I finally left that chain store I carried with me approximately \$25.00 worth of merchandise.

"All of this, and the puny purchases I made at the two independent hardware stores, I took to the convention and deposited upon the speakers' table. I based my talk upon my experiences of the day with independent hardware store salesmen, compared with the one aggressive and alert salesman for the chain. At the conclusion of my discussion, I passed out to the hardware dealers present, all of the merchandise I had bought. My only request was that each dealer display his reminder of my talk where it would constantly recall for him, the weakness of salesmanship in hardware stores as I had found it.

"There was an anti-climax, too. A reporter for one of the Little Rock newspapers was present. The story of my appearance before the convention made page one. And the next day I had a phone call from the manager of the chain store. He called to thank me for my factual reporting on my spot survey—and to advise that the chain store salesman who waited on me was to get a raise of \$20.00 a week.

"I never heard what the other two salesmen got, if anything.

"However, this type of convention presentation made a lasting impression on the hardware dealers in attendance at that convention. As I travel about Arkansas, attending various meetings, these dealers come to me and introduce themselves and remind me of that incident. They tell me they still have the paint brush or can of paint, or whatever it was that I gave them, right by their cash register as I specified. Several have indicated to me that the presence of this reminder has

really helped sales."

Pollard admits that conditions he found in two independent hardware stores in Little Rock do not necessarily prevail universally. But, he argues, he picked two reputable, well-publicized stores. He announced he was in the market for all the merchandise the salesmen might decide he needed. He had supplied himself with cash and had resolved to offer a minimum of sales resistance. What happened was a disappointment and a shock.

However that may be, it is obvious that all independent retail hardware stores should not be judged by the performance of two salesmen in two different stores.

It must be admitted there are some hardware stores where the sales people are mere money changers. But the contention must also be presented that there are thousands of other retail hardware stores where Pollard would have been sold more than he could carry.

### \$15,000 Annual Volume from Heater Radiants

(Continued from page 38)

with radiants in cartons. "We only keep what have proved to be fast-moving patterns back of the counter. This section here contains a duplicate of every pattern on the display, so if we can match the customer's pattern it only takes a minute or so to bring it from here."

It seemed like an impressive stock of radiants until Ray mentioned casually that, "The rest of the stock is upstairs." That's when the big surprise came. Cartons of radiants lined half of one long wall and reached nearly to the roof.

"We carry a stock of between 10,000 and 20,000 radiants," Ray stated. "Naturally, it is higher when we are stocking up for the fall and winter business."

It was difficult to imagine enough customers needing that many radiants.

"I suppose the bulk of our business is with individuals," Ray disclosed. "But used furniture dealers and stove repair shops use a lot too. Then there are motels and lots of business firms that buy in big quantities.

"No, we don't advertise," he said in answer to a question. "At least not with radiants. We've been known as a sort of headquarters for radiants for a long time and the



# NEW GREENLEE ZIP BIT

with exclusive nonslip hex shank



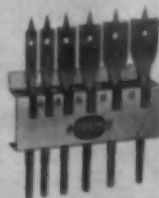
THE GREATEST VALUE IN SPADE-TYPE ELECTRIC DRILL BITS . . . PRICED TO SELL AT 60¢, 65¢, and 70¢. Your customers will be quick to see and buy the extra value, the extra features that only the GREENLEE ZIP BIT can give them:

- Hex shank gives positive, non-slip drive . . . added strength
- Hex shank chucks quickly, accurately in any 1/4" or larger electric drill
- Cutting edges easily resharpened by filing or grinding
- Entire ZIP BIT heat-treated, tempered for long life

● ZIP BIT bores in any wood, any angle, any speed

## packed with consumer buy appeal

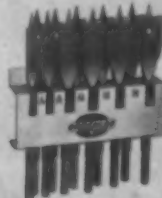
Choice of sets in permanent metal storage rack or plastic roll. Also individually carded. Metal rack sets are packaged in colorful display carton with clear acetate cover.



6-piece **ZIP BIT** set in metal rack

No. 33M-6 . . . contains six ZIP BITS . . . one each, 3/8", 1/2", 5/8", 3/4", 7/8", 1".

List price: **\$390**



11-piece **ZIP BIT** set in metal rack

No. 33M-11 . . . contains 11 ZIP BITS . . . one each 3/8", 7/16", 1/2", 9/16", 5/8", 11/16", 3/4", 13/16", 7/8", 15/16", 1".

List price: **\$715**



6-piece **ZIP BIT** set in plastic roll

No. 33R-6 . . . contains six ZIP BITS . . . one each 3/8", 1/2", 5/8", 3/4", 7/8", 1".

List price: **\$390**

OPEN STOCK...ALL SIZES INDIVIDUALLY CARDED...NO. 33

SIZE	1/4"	5/16"	3/8"	7/16"	1/2"	9/16"	5/8"	11/16"	3/4"	13/16"	7/8"	15/16"	1"
LIST PRICE	.60	.60	.60	.60	.60	.60	.65	.65	.65	.70	.70	.70	.70

ORDER NOW FROM YOUR WHOLESALER

## GREENLEE TOOL CO.

1830 Herbert Avenue, Rockford, Illinois

## BELLS

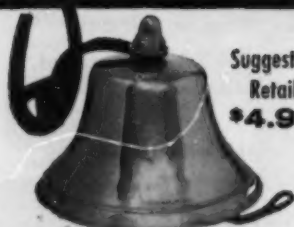


Suggested  
Retail  
**\$2.49**

### INDOOR-OUTDOOR HOME BELL

Gleaming, polished  
aluminum bell, with satin  
black ship's wheel bracket.

## THAT

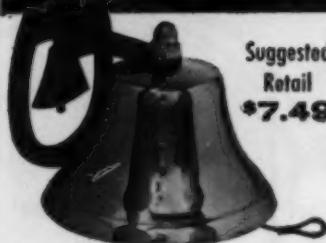


Suggested  
Retail  
**\$4.95**

### BARBECUE BELL

Good luck horseshoe bracket, polished  
aluminum bell with a clear, lasting tone.

## SELL!



Suggested  
Retail  
**\$7.49**

### PATIO-GARDEN BELL

Beautiful, fully polished brass bell  
... a big seller everywhere, anytime.

- Complete Line
- High Profit
- Big Volume

Display packaged, full price range,  
on all year 'round sellers. Perfect for  
a hundred uses at home or away  
... a big gift item.

Send for the Bevin Catalog



**BEVIN BROS.**  
MFG. COMPANY  
East Hampton, Conn.

Sales Representatives  
John H. Graham & Co. Inc.  
105 Duane Street, New York 8, N. Y.

word-of-mouth advertising we get on them works mighty well."

Not all the radiants are sold to local customers either. Shreveport is a trading center for an area known as, "The Ark-La-Tex," namely portions of Arkansas, Louisiana, and Texas. According to Ray, the news has been spread that, "you can get it at Ray's" so people come from a wide area for heater radiants.

"There's a better-than-average margin in radiants," Ray stated. "There has to be because often it takes some time to make a small sale. Lots of times they have the height and width measurements but that doesn't mean much, we may have 50 patterns with those same measurements. Then with 900 different patterns someone's always needing a pattern we don't stock, and we have to order it or match it the best we can. Often there are calls for patterns that are no longer made and then we may have to sell a whole set of radiants of a different pattern.

"For instance, few single burner patterns are made now but a double will often take the place of two singles. We're not in the stove repair business but if we can see the complete heater we can usually find something that will work."

Naturally such a large, specialized stock requires contacts with proper suppliers. Ray buys radiants principally from two sources, both of them leaders in what is known as the "Clay Forming Industry."

He sees no immediate decline in the demand for heater radiants.

"We're looking forward to a bigger season than ever," he stated. "Of course, a lot of other heating systems are in use and more being developed but even when more houses have electrically heated walls, we'll still sell a lot of gas heater radiants."

## The Retailer's Stake In Sporting Goods

(Continued from page 41)

they stock various boating accessories such as cushions, gasoline cans, etc.

Certainly one of the most impressive facts brought out by the survey was the continuing rate of growth in the market for sporting goods down South. Asked to indicate how much their sales of sporting goods have increased in the past 10 years, reporting dealers gave a wide variety of replies ranging from as low as 1% to one

astronomical high of 1000%!

A number of the dealers reported increases over the 10 year period of as high as 50%. Even with the elimination of these returns, the average increase in sales of sporting goods for all dealers in the last 10 years is 44%.

## How Southern Wholesalers Are Cashing In

(Continued from page 43)

cations. The purpose here was to determine the proportion of total sporting goods volume represented by each classification. The eight groups are: firearms, ammunition, fishing tackle, games supplies, athletic equipment, marine hardware and equipment, and miscellaneous.

Survey replies indicate that average sales of firearms amount to 16% of total sporting goods sales and that ammunition accounts for 33%. Together, these two lines represent 49% of annual sporting goods sales and from the standpoint of volume comprise the major sporting goods line among southern wholesalers.

Accounting for 23% of annual sales, fishing tackle is the second most important volume line for the typical southern wholesaler. Individual replies indicating the percentage of annual sporting goods sales represented by fishing tackle ranged from three to as high as 60%.

In no case did games supplies account for more than 10% of total sporting goods sales for any reporting wholesaler and in some cases range as low as one percent. The average sales figure for this classification is 5%.

Among those wholesalers including athletic equipment in their inventories, the line accounts for from one to as high as 20%, the average being 8%.

Athletic clothing is another classification not handled by all reporting wholesalers. Among those who do, the line accounts for from one to 18% of total sporting goods sales with the average being 6%.

With the nothing-less-than-phenomenal interest in boating and allied activities down South a substantial new opportunity for sales has been created. Many southern hardware wholesalers have been alert to this trend, adding to their inventories those products most in demand, and, in turn, encouraging

retail dealers to capitalize on this market.

The various items comprising the classification, "marine hardware and equipment" now account for 7% of total sporting goods sales, and the outlook is for increasing volume on these products.

Few forms of outdoor activity have so caught the public fancy as boating and water sports. A vast new market is being expanded for such things as outboard motors, boats, trailers, cushions, life preservers, water skis, gasoline cans, and a multitude of other products. Certainly, logical distribution of these items is through the hardware wholesaler. Though many, as mentioned above, have sensed the market possibilities and have expanded their inventories to include these products, there still is ample opportunity for more southern distributors to get into this business.

Virtually all wholesalers handle some of the items in the "miscellaneous" classification. The percentage of total sporting goods sales represented by this classification (bicycles, wheel goods, roller skates, etc.) ranges from one to 20%. For the average southern wholesaler, merchandise in this classification accounts for 7% of annual sporting goods sales.

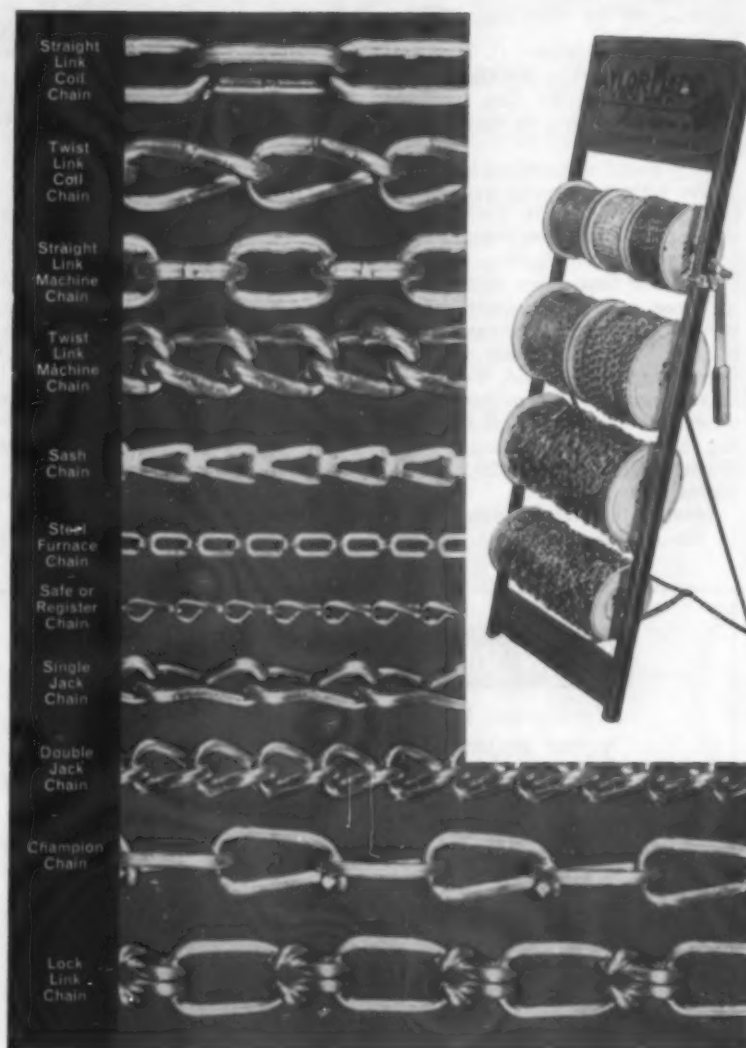
In an accompanying box is a tabulation giving the percentages of sales accounted for by each of these eight major classifications of sporting goods and allied products. (It will be noted that the sales percentages for each of these eight groups do not add up to 100%. The reason is that many individual replies do not cover all classifications.)

Perhaps the market study's most notable fact resulted from the question asking wholesalers to give the percentage of annual sales represented by sporting goods. Naturally, the line is more important in some houses than in others; inventories vary as well as sales procedure. The result was that replies to this query range from one to as high as 45% with most replies being in the 10 to 25% range. The average of these answers is 14.95%.

As evidence of the importance of the sporting goods lines in the operations of southern hardware wholesalers, 23% of the reporting firms use specialty salesmen in selling these products. Still further evidence is in the fact that 63% of the company's participating in the survey have established a special sporting goods department and have an experienced

The NEW TAYLOR CHAIN salesmaker

## ROLLS OUT CHAIN SALES ROLLS UP GOOD PROFITS



Taylor's new store-tested chain salesmaker creates a dramatic display . . . speeds selection of any of 32 types and sizes of chain and attachments . . . stimulates the best chain profits in the hardware business! All on less than 2 sq. ft. of floor area. Put this new cost-cutting, profit-making, chain sales tool to work in your store right away. Long leverage chain cutter included.

Call your jobber or write today.

**B. G. TAYLOR CHAIN CO., INC.**  
Hammond, Indiana  
3506 Smallman St., Pittsburgh, Pa.

**Taylor  
Made  
CHAIN** SINCE 1872



sporting goods man in charge.

Of the participating wholesalers 40% issue a separate catalog for the line, while special sample rooms are maintained by 36% at some time during the year.

## Big Volume Sales Despite Chains

(Continued from page 45)

by their grandfather, C. H. Flint, and later managed by their father, C. E. Flint, Sr. The brothers have been carrying on the business since World War II.

How about promotions?

The store frequently has factory representatives visit for demonstrations and to answer customers' questions. These visits are advertised in the newspaper as far ahead as three weeks to assure a good turnout. "Such demonstrations cost us only what we pay for advertising. Attendance is good. We strongly recommend such promotions to other dealers interested in building interest in their sporting goods department," C. E. Flint, Jr. declares.

Most of the store's advertising is in the newspaper, although radio

is used for spot advertising occasionally.

"We keep our sporting goods displayed up front to catch the eyes of every customer entering the store and also to attract sidewalk traffic attention. We keep our displays clean and change them frequently to maintain interest.

"From time to time, we display mounted fish and pictures of unusual catches by our customers. We recommend this for customer goodwill and for creating interest in the department."

The store sells hunting and fishing licenses.

And now for some sales tips:

"You can create much buying desire simply by talking fishing and hunting with customers," C. E. Flint, Jr. emphasizes.

"Customers want to know where—and what—the fish are biting. You've got to keep posted on such information. It pays in increased sales.

"And don't overlook the women and children. It's really surprising how many women buy fishing tackle. We carry pastel colored tackle for feminine appeal, and try to match spinning rods and reels in color schemes for their eye appeal.

A little color harmony effort makes a better looking outfit that women will appreciate. Also, we've found it pays to keep rods mounted with reels at all times for most effective display.

"As for youngsters, make them your friends. They are well worth cultivating. A kid may not have much money to spend, may want only a cane pole and some hooks and a line today. But tomorrow that same kid may be buying an expensive rod and reel. Your patience, understanding and help can make him an important customer when he grows up.

"We give a practice plug to everyone who buys a rod and reel. We keep a target can in the store for practice throws. A customer will almost automatically throw at this target. I guess it has sold more fishing tackle for us than any one thing we use.

"In demonstrating new fishing tackle, we try to get the equipment in the hands of the customer as soon as possible. It's a fact that the customer will come nearer buying when he is holding it—not when you are holding it. Demonstrate casting three or four times, then hand the rod and reel to the customer and see the difference."

With many farmers putting in stock ponds, there is a growing demand in the country for good fishing equipment, too.

"Actually, stock ponds are more convenient and easier to fish than the big lakes," C. E. Flint, Jr. believes. "About three or four years after a pond is stocked, fishing is really good with catches ranging up to three and four pounds."

The Flints' department also feature seines, gigs, nets, outboard motors, life jackets, ice boxes, barbecue grills, hunting clothes and boots. With unusual rain the last two falls, boot sales have been especially good because of the increase in duck hunting.

The store doesn't stock boats but fills special orders for their customers. Also, it doesn't service outboard motors but arranges such service for its customers. It does service fishing reels at the store, however.

In mid-August, the store switches emphasis to hunting equipment in order to take advantage of the September 10 start of the Mississippi dove season. Displays are set up and a newspaper advertising campaign launched. The store uses some direct mail advertising for promoting guns, also.

The store opens the gun season

## A NEW SOURCE OF BUSINESS!

You can increase  
your sales volume  
and net profits with



# Hoosier's

NEW

## TARPAULIN SALES PROGRAM for WHOLESALE DISTRIBUTORS

### Here's How

You Get:

1. A suggested Stock of 3 Popular Sizes that represent 90% of Tarp Sales
2. Low \$ Investment
3. 35% Increase in Tarp Sales



MAIL THIS  
COUPON TODAY

# Hoosier

Tarpaulin & Canvas Goods Co., Inc.  
1302-10 W. Washington St.  
Indianapolis 6, Indiana  
Telephone: ME1956 2-9451

4. 25% Net Profit
5. Fast Turn Over
6. Customer Satisfaction Guaranteed
7. Complete selling and merchandising aids

HOOSIER Tarpaulin & Canvas  
Goods Co., Inc.

P. O. Box 574, Indianapolis 6, Ind.  
Please send me your New Tarpaulins  
Sales Program for Wholesale Dis-  
tributors

Name..... Title.....

Firm Name.....

Street Address.....

City..... Zone..... State.....



with a \$1,500 inventory of ammunition and then re-orders as demand grows.

It carries two lines of .22 rifles and one line of shotguns, all well known and popular. Gun demand in recent years has been steady but not exceptional—36 guns were sold last season—but ammunition sales are up substantially.

The store enjoys a good volume on baseball, badminton and football equipment. With the Little League going strong, baseball equipment especially is in good demand. C. E. Flint, Jr., having formerly played professional baseball, takes special interest in advising youngsters selecting equipment.

The store—one of North Mississippi's most modern and attractive—is in a building 35 by 100 feet, with a sales room 35 by 50. The building is new, fire having leveled the old one in 1954. "Maybe that fire was a blessing in disguise," the Flints muse as customers compliment them on their store and stock.

### Profit Formula for Fishing Tackle

(Continued from page 50)

equipment for both salt water and fresh water. Prices for a complete rod, reel and line range from \$3.50 to \$50.00. Lures are fully displayed on a book-type arrangement of swinging plywood leaves. Expensive reels are mounted on a board where they can be handled and operated but not removed without store help.

A fishing tackle demonstration recently took place in which a factory representative used a nearby plot of ground on which he cast a line into a pail of water. The kind of fishing tackle suited to a situation and how it is used were shown to several hundred people one Friday evening and all of Saturday. Extra promotional effort such as this takes some of the play away from the discount houses.

Fishing licenses issued by the store are a good source of fishing tackle sales since new customers are constantly drawn to the store.

"We consider it so important to be able to talk the language of the avid fishermen that we employ a fishing enthusiast weekends to see that our customers get the information and service they are looking for," Kramer said, pointing out that today 35% of all fishing tackle sales were to women.

"It is especially important that correct information be given the

## bring DEAD WALL SPACE TO LIFE ...



### REEVE wall shelf equipment

Use Reeve versatile wall shelf equipment for merchandise displays that sell and sell again. Efficient and economical. Attach heavy perforated board panels to furring strips... then assemble Reeve equipment quickly and easily without special tools or skills.

See New Catalog Offered Below

### SHELF HARDWARE

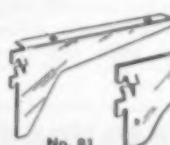
Standards and Brackets



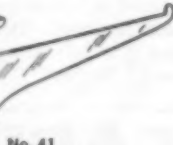
No. 80



No. 44



No. 81



No. 41

Shelf Brackets adjustable at 1-inch intervals

Standards and Brackets of heavy duty steel

#### Division Holders for glass bins



No. 24



No. 28

#### Corners, Splicers End Holders



(Reeve Catalog shows wide variety for every need)

#### Round and Square Hole Display Board Accessories

Use Reeve ShureSell accessories, including pegs, brackets, hooks, easels, price holders and many special displays and fittings. Available for round and square hole board.

**FREE!**

#### Store Equipment Catalog

Hundreds of items of display equipment—from pricing systems to complete display units—fully illustrated, described and priced. Valuable information on display assembly and modern store engineering. Send for it today.



**REEVE COMPANY**

MANUFACTURERS AND DISTRIBUTORS

Main Office and Plant: 9249 East Bermudez St., Pico Rivera, Calif. OXford 2-3725

REEVE products also available in: San Diego, Oakland, San Francisco, Portland, Seattle, Phoenix, San Antonio, Minneapolis

many women who are turning to fishing for outdoor recreation. For we have observed that better than one-third of the fishing tackle sales are made to women. We have men customers buying gifts of fishing tackle for their wives. Families as a whole go in now for fishing more than they used to a few years ago."

As a result of this constantly expanding interest in fishing, many plus sales can be made, according to Kramer. Tackle boxes, nets, buckets, sunglasses, knives, insect repellants, and life preservers are among items going hand in hand with fishing tackle. The fisherman who makes a camping weekend of it can be supplied here with lanterns, stoves and folding cots.

"Fishing tackle has a still growing potential as more and more families turn to camping vacations that include fishing, and as women become as interested in fishing as men. To capitalize on this potential, a dealer should ignore the discount house and sell service, sound information, and fishing enthusiasm, not price," explained Kramer. "Your fisherman does not want a boxed unit that he has neither seen nor handled. That's where we've got the advantage over any discount house."

## Guns, Lots of 'Em Hit Big Sales Target

(Continued from page 46)

excellent reputation among sportsmen is that Tipton makes a serious effort to fit the gun to the customer and his shooting needs. "It pays to take your time in selling a gun," he says. "Time enough to learn what the prospect knows about guns and how he expects to use the one he buys."

### Sell 'Scope Too

As one step in assuring better shooting satisfaction, Tipton finds it good policy to "pressure" a rifle customer, for example, into buying a scope for his rifle. "It will give him better satisfaction with his rifle," he says, "and even if he hesitates to buy the scope, it pays to press him, because he later will thank us for insisting that he fit a scope to his rifle."

When Tipton sells a scope with a rifle, he insists that he be permitted to "shoot it in," to make certain that it is adjusted exactly right, before the customer takes it out and uses it.

Sales run about half rifle and half shot guns. The best seller is

a reliable 30-30 rifle.

Naturally, knowing how to hunt, what to hunt locally and where is a big factor in building a profitable gun department, Tipton says, but that alone will not do the job. Knowing local hunting conditions helps to bring sportsmen to the store; but it won't sell them guns—unless they find an assortment and a variety from which to select.

There are two hunting clubs in Victoria, and Tipton takes an active part in the shoots of both of them. That helps to sell ammunition as well as to keep him in touch with gun customers and prospects.

Another factor that has helped to build gun business is one that at first thought might seem minor, possibly because it costs nothing, and that is the absolute rule that all guns on display, whether new or second-hand, be kept clean, shining and free of dust at all times.

"Nothing distracts from a gun department more than to have dust collected on displayed guns," Tipton stresses. "It takes only a few minutes to run a cloth over the guns, and the difference that little effort makes in the general appearance of the department can make the difference between a sale

## CARBORUNDUM

REGISTERED TRADE MARK

the **FIRST** name in **ABRASIVES**

**...gives you MORE**



More in one complete line of abrasives manufactured and nationally advertised under one brand name—Carborundum. Carborundum consistently provides more in promotion assistance.

Write today for these two new **Free** in-store abrasives merchandisers—they're designed to help you complete every sale with an abrasive sale.

### FREE...HOW-TO-SAND-DISPLAY

Attractive, two color, 10" x 12" display complete with easel. Answers all customer questions about grain type and grit size of paper or cloth for every sanding operation.

### FREE..."KEEP-IT-SHARP" PRICING STICKERS

These stickers in handy pull-out package help you sell abrasive stones with every tool that requires regular sharpening. Each 1" x 2" sticker carries a sales reminder message and has a large blank area for price marking...helps you sell the tool and the abrasive.

The Carborundum Company, Merchandising—P. O. Box 477, Niagara Falls, N. Y.

Gentlemen: Please send me your new in-store abrasives merchandisers:

☐ HOW-TO-SAND DISPLAY ☐ "KEEP-IT-SHARP" PRICING STICKERS

DEALER'S NAME

ADDRESS

CITY

ZONE

STATE

NAME OF YOUR CARBORUNDUM WHOLESALE

00-002

## The BIG Name for BIG PROFITS

23 GREAT CALLS  
MAKE



OLT'S

THE BIG NAME IN  
GAME & BIRD CALLS

3 BRAND NEW OLT PROFIT MAKERS!



MODEL B-10 SQUIRREL CALL

Hand-operated, trouble-free, easy to use. Many years of hunting pleasure. Price \$2.75



MODEL 200 DUCK CALL

(Made of Wood)

For those who prefer a duck call made of wood. Easy blowing, trouble-free! High quality at low price \$1.95.

### INSTRUCTION KIT

Ideal gift for all occasions! Choice of Duck Call, Goose Call, Squirrel Call, Crow Call or Fox Call and 7 in. r.p.m. recorded calling instructions. Makes attractive self-display for counter or window. Price \$4.75.

Only OLT Makes a Complete Line of 23 Game and Bird Calls \$1.95 to \$5.50!

PLUS Popular OLT Calling Instruction Records.

The Duck, Goose, Fox-Coyote, Crow and Squirrel Calling at \$2.00 to \$2.50 per record.

Nationally Distributed Through Jobbers!

**PHILIP S. OLT CO.**

Dept. SH-10

Pekin, Illinois

OLT'S

OVER 50 YEARS OF SERVING THE NATION'S HUNTERS

# Tapatco

- MARINE SAFETY PRODUCTS
- BOATING ACCESSORIES

- MARINE CASUAL WEAR
- SLEEPING BAGS

*unequalled for Performance—  
unmatched for Profits*



"SPORTER"  
(Coast Guard Approved)  
Striped, Plaid or Plain



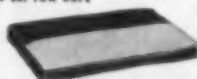
#1220 5/8" TOW ROPE



#406 COAST GUARD  
APPROVED KING BUOY



WATER SKIS  
For inboard, outboard  
and chain type



#338 COAST GUARD APPROVED  
CUSHION—VINYL LEATHERETTE  
24" x 15" x 2"



#339 "BRA-TYPE" SKI BELT



#334 COAST GUARD APPROVED  
DESIGNED LEATHERETTE CUSHIONS



"STAY-A-FLOAT"  
(Coast Guard Approved)  
Striped, Plaid or Plain



MODEL AP UNICELLULAR FOAM  
(Coast Guard Approved)



SLEEPING BAGS  
17 styles—filled with Down,  
Down, Cotton and Wool



Individually Packed—All Tapatco  
boat cushions are packed in attractive  
individual plastic bags. Always  
clean and easy to check, display and  
sell.



"SPORTER"  
(Coast Guard Approved)  
Striped, Plaid or Plain



#337 SKI BELT  
Unicellular foam plastic

\*Registered Trademark of E. I. duPont de Nemours & Co. for its Polystyrene Foam.

"You can't buy better...  
to save your life"

Write  
for free literature



**THE AMERICAN PAD & TEXTILE CO.**

GREENFIELD, OHIO

Fairfield, Calif.

New Orleans, La.

Trenton, N. J.

In Canada: Tapatco, Ltd., Monrovia, Quebec

# "Stick"

with CONSUMERS  
"Products of Merit"



**ASPHALT  
TILE  
CEMENT**

Contractors and layers "stick" with Consumers Asphalt Tile cement because it requires no priming, has a high quality asphalt emulsion and is ready to use on concrete or wood (above or below grade). No fire hazard. Spreads 200 sq. ft. per gallon.



**RUBBER  
TILE CEMENT**

Here is a rubber tile cement with a fast tack, slow setting, tight, permanent bond. Cannot injure or warp tile. Spreads 150 sq. ft. per gallon.

Consumers  
Tile Cutter



This new tile cutter is perfect for cutting linoleum, asphalt, rubber, vinyl asbestos floor tiles. Sturdily constructed frame with graduated rule. Cuts 9 inch tile, yet weighs only 5 1/2 lbs. Priced competitively.

4-Way Spreader



This spreader has 4 different serrations. You can move the handle to apply almost every type adhesive, including wall tiles, floor tiles, and linoleum or laminated plastic tops.

"Once you try Consumers you'll stick with Consumers"  
Order from your wholesaler

**CONSUMERS GLUE CO.**

Since 1906... Pioneers in Floor and Wall Adhesives

1515 HADLEY

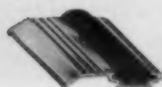
ST. LOUIS 6, MO.



*It's easy to sell*

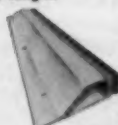
## NATIONAL Weatherstrip PRODUCTS

*Because* they're conveniently packaged, easy to install, are made of the finest materials, and are priced for fast turnover. Place a sample order today and you'll soon learn they're real money-makers.



**VINYL-INSERT THRESHOLDS**—No exposed screws, no hook strips. 3 widths (1 3/4", 3 1/2", 4")—any length.

**TWO-IN-ONE WEATHER-STRIP**—A doorstep-weatherstrip combination for windows or doors. Comes in 7' lengths.



**PACKAGED WEATHER-STRIP**—Bronze and aluminum—in standard sizes or 17' and 100' rolls.

**SEALER-STRIP**—Metal and felt weatherstripping. 17' of material in each box.



**INTERLOCK THRESHOLDS, SILLS, SADDLES**—Wide range of designs—all pre-cut ready for installation.

**LINOLEUM BINDING AND EDGING**—Brass, aluminum or stainless steel—in clear plastic packages (12' or 75' lengths).



**"CASE-TITE" SNAP-ON WEATHERSTRIP**—For metal casements. No nails or screws needed. Comes in 6' lengths (bulk) or in cut sets.

**METAL AND FELT DOOR SWEEPS**—Choice of materials—3 metals, 2 colors, 2 felts.



ORDER FROM YOUR JOBBER TODAY  
OR WRITE FOR CATALOG



National Metal Products Co.  
2 Gateway Center, Pittsburgh 22, Pa.

and failure to make a sale."

The first norther is the signal to go into high gear with gun merchandising and advertising at Victoria Hardware Co. That's when men start thinking about fall and winter hunting, Tipton says, and that is the time to nudge their thinking as much as possible.

The company runs frequent newspaper advertisements, featuring guns and ammunition, after the first norther hits, and it takes an occasional spot announcement on the local radio stations. This advertising features both guns and ammunition.

The department books both gun and ammunition orders well ahead of the opening of the season, with shipments spaced to fit a pattern that has been set over past years. By doing this, it is possible to have ample stocks of both guns and ammunition on hand when the active buying season starts, without stocking too heavily far ahead of the hunting season.

Used guns form an important part of the company's gun business. Tipton estimates that one-third of all guns he sells are secondhand. And the policy of accepting used guns in part payment of new ones has helped to build gun business.

### Choc Ellis

(Continued from page 48)

does—someone who could speak with authority on guns, ammunition, rods, reels and other tackle. Then I would soon have the choice traffic of my community, the people with money to spend.

One thing I would not do. I would not display the minor items of the lines, such as fishing lures, under a glass show case that is poorly lighted. There would be plenty of light, so the prospect could identify what he wants. And much of my stock would be within reach of the customer. Of course, there are some who must be watched. But the average customer who buys hunting and fishing gear is not one who needs to steal merchandise.

Outdoor sports such as hunting and fishing are not what they used to be—for a select few. With our standard of living highest in the world history, both sports are for the masses.

The mystery is that some hardware retailers cannot recognize the fact, and continue to de-emphasize sporting goods.

Tipton has one rule, however, in accepting used guns, that he does not deviate from: He will not accept any gun that is not in shooting order (except possibly some minor adjustment or repair). Thus it is not necessary to put a lot of money into a used gun before it can be sold.

All used guns go through the company shop and when they're ready for sale each carries a year's guarantee.

"Although we like to think we are liberal in making trade-in allowances for used guns," Tipton points out, "we are not so liberal that we don't make a profit on second-hand guns. The department expects and gets the regular mark-up on used as well as new guns."

"If a customer buys a new gun and he is not willing to take what the company offers him for his old one, the department will take it, clean it up, place it in stock and sell it for him without charge; and once in awhile a customer takes advantage of the service. But nobody has ever abused it."

The gun repair department is on the premises and is in charge of G. A. Story. He gets as his share of repair returns two-thirds of the actual charge for repairs, but nothing on parts used.

### John Willingham

(Continued from page 48)

tory representatives at the shows. Such shows offer excellent sales bargains as well as display suggestions.

(4) Take full advantage of opportunities for sales demonstrations in your own store by factory representatives. Use promotional help available from your wholesaler. Put up eye-catching signs. Use cooperative advertising and tie in with magazine, newspaper and radio-TV advertising campaigns whenever possible.

(5) Don't overlook women and children as fishing tackle customers. Fishing has become a family sport. Tackle designed especially for children is available, and many women buy as much as men. The child who spends a couple of dollars for fishing poles and hooks today may spend a couple of hundred dollars tomorrow when he's old enough to want expensive tackle and a powered boat.

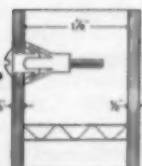
The market is here. It's growing every day. You can capture your share of it—or let your competitor down the street have it.





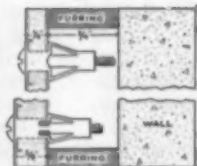
**Only  
Hollow Wall Anchor  
Designed for These  
Narrow Spaces...**

**NEW**  
*wing-ding®*  
*shorty*



**ON HOLLOW DOORS...**  
Now it's possible to fasten fixtures securely to flush (hollow) doors.

**Exclusive range of  
fastening applications—1/16" to 3/8" thickness.  
QUICK, DEPENDABLE, INSTALLATION**



**ON FURRED WALL BOARD...**  
Where board is mounted on 1/4" furring strips, The Shorty is designed to fit the confined space.

**1. Drill 1/4" hole**



**2. Insert Wing-Ding...** A light tap will set the three gripper teeth. In hard wood, push teeth in with the screw driver.

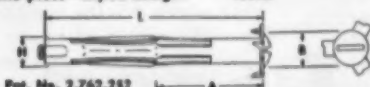
**3. Tighten up screw until expanded**—you'll know when it's set—your screw driver tells you!

**4. Remove screw...** Place fixture over the Wing-Ding. Re-insert screw and tighten.

**wing-ding... BETTER BECAUSE...**

- Takes smallest hole of any wall fastener.
- Easily lines up for setting next to stud.
- Strong one-piece—tripod design.
- No stripping—long threaded section.
- Removable if necessary.
- Sets quickly, easily—no special tools.

4773



Pat. No. 2,762,282

**REDUCE INVENTORY—WHY STOCK 9 SIZES WHEN 3 WILL DO?**

	CAT. NO.	SIZE	A	B	H	L	List per 100 and Wgt.
SHORTY	7921	4SS	1/8"	5/16"	1/4"	1"	\$6.00 1 lb. per C
REGULAR	7922	4SL	3/8"	5/16"	1/4"	2"	\$8.00 1 1/4 lb. per C
KING SIZE	7923	5SL	1 1/8"	5/16"	5/16"	2 1/4"	\$12.00 3 1/2 lb. per C

Write today for samples of this new wall fastener or any other famous DIAMOND product.

you're SURE  
it's SECURE  
with a

*wing-ding*

**DIAMOND EXPANSION BOLT CO., INC.**  
500 North Avenue • Garwood, New Jersey

Stocking Warehouses: Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco, Seattle, St. Louis, Washington, D. C. Also, Montreal, Toronto and Vancouver, Canada.



**D & M**

**The  
COMPLETE  
SPORTS  
EQUIPMENT  
LINE ...**

- ★ A complete line of sports equipment
- ★ High-quality insures repeat sales
- ★ Nationally famous brand name
- ★ All price ranges
- ★ Approved Youth League equipment
- ★ MacGregor golf balls and tennis equipment
- ★ Complete catalog presentation of line
- ★ Quick delivery from wholesaler
- ★ Faster turnover—higher profits

Why not send your sales figures up and up. Make Draper-Maynard your one brand, complete line of sports equipment. Write today for full information, catalogs and name of your nearest Draper-Maynard wholesaler.

**DRAPER-MAYNARD  
Sports Equipment**

4861 Spring Grove Ave. • Cincinnati 32, Ohio

## The NEW Profitable Way to Sell and Stock

### FAMOUS PHOENIX AND JUNIATA Horse and Mule Shoes

HANDY 10 PAIR  
DISPLAY PACK



- Economical Size for Owners
- Permits Stocking Representative Patterns With Small Investment
- Easy to Handle on Counters and in Stock Room
- Over 300 Patterns and Sizes—also available in 50- and 100-lb. cartons

Here's the convenient way to realize extra profits, with minimum investment, from horse and mule shoes. With the new 10 Pair Pack, you need to stock only the most popular patterns and sizes for your area. Take advantage of the profit opportunities this market offers. Send coupon below for selection list and prices and free booklet "How to Care for the Feet of Your Horses and Mules."

#### PHOENIX MANUFACTURING COMPANY

JOLIET, ILLINOIS

Founded

1882



World's Largest  
Manufacturer  
of Horse, Mule  
and Racing Shoes

Horseshoe Products Division

05

Phoenix Manufacturing Company • Joliet, Illinois

Send selection list for 10 Pair Pack and free booklet "How to Care for the Feet of Your Horses and Mules."

#### Bill Huie

(Continued from page 48)

as the enclosed faced, no backlash reels have sharpened the interest of all fishing enthusiasts and have attracted more people including women and children into this sport.

In water sports, the situation is the same. Widespread interest in boats and motors has led directly to an expansion in the market for such allied lines as water skis and equipment, boat cushions, boat anchors, boat trailers, etc.

Today, along with this increased use of sports equipment we are seeing also a change in distribution—both at wholesale and retail levels. As usual when any commodity becomes a volume factor, it invites new types of handlers. Some go in for a "fast buck," intending to ride the gravy train while the volume is high and then jump on something else when demand slows. Others join the distribution picture to stay. Some of these types prove to be good outlets and help the industry. Others add nothing—in fact detract by devious, unethical selling methods.

It was said about five years ago—and uncontradicted—that in the Southeastern states, out of approximately 10,000 firms selling sporting goods of some kind, 8,000 or 80% are hardware dealers. Today, that picture has certainly changed. There may be 8,000 hardware dealers still selling sporting goods, but there probably have been added thousands of new dealers selling some items in the sporting goods line. These include auto accessory stores, variety stores, grocery stores, filling stations, drug stores, live bait houses in or near lakes, dock operators, all night restaurant type stores, drive-in stores in big shopping centers, and ice houses.

Are these outlets going to take over? Are they going to gradually weed out the old established hardware stores? My answer would be no. The hardware man is too well established, has too much business sense to be shoved around. He cannot and will not let this lucrative, volume business get away entirely. My belief is that 10 years from now the hardware dealer will still be in front, but more solidly entrenched than ever.

However, some changes will have to be made in the South as they have already been made in other sections. The hardware merchant is going to have to "get on

the ball" he must revamp his store and perhaps retrain his personnel, if necessary. He must plan his work and then work his plan. He must prepare and cultivate his sporting goods crop the same as his farmer customer has to prepare his land for an eventual bountiful harvest. Certainly in past years the hardware dealer in the South has not had to do all of this. He has had it easy—perhaps too easy. But those good old days are gone. The dog days of competition are in full swing.

What is the retail hardware dealer doing about it? Unfortunately, in some cases very little. Too frequently a dealer is not cultivating his sporting goods crops and is merely hoping to accidentally harvest something without very much plan or effort.

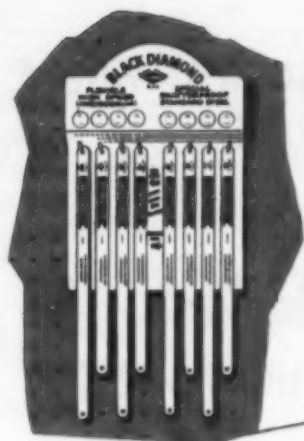
Happily, there is a brighter side. There are many hardware merchants who are capitalizing on this market. Many aggressive merchants are trying all the old and the new methods of store promotion. They are making the most of new merchandise such as that used in water sports and are cooperating wholeheartedly in such promotions as Little League baseball.

Recently, an aggressive young hardware man in Middle Georgia told of his plan to double his gun and shell business. He personally contacts in various ways most of the gun prospects in his trading area. At the same time he solicits their shell business—offering guns and shells in August or September on 60 to 90 day terms to those on a weekly or monthly income basis. He also keeps on hand used guns for trading purposes—even if he has to borrow some antique or novelty-type firearms as a means of perking up customer interest. He expects to sell 50,000 shotgun shells in his town of 3500 population—a town which, incidentally, is not even immediately near a hunting territory.

To my way of thinking this is aggressive merchandising—the type which for the hardware dealer will keep in his store this fine sporting goods volume and the accompanying profit.

In competing for this business, it is time for the hardware trade to make it hard for other outlets. Let's keep these free spenders, these sports minded people coming to the hardware store.

Remember, intelligent buying, imaginative displays, and forceful promotion in advance of the various seasons can make your store sporting goods headquarters.



For counter  
or wall  
merchandising

Here's what you make on this display

Your cost \$15.48  
Retail value 23.50  
Your profit 8.02—or 34.1%  
And you'll get it fast

Let this brand-new  
dynamic display  
start your sales of  
**BLACK DIAMOND**



Measures 8" x 18"—in a high visibility color combination.  
All-metal construction—a permanent sales aid.

# HACKSAW BLADES OFF BIG

THE DISPLAY IS FREE WITH THE BLACK DIAMOND #80 HACKSAW BLADE ASSORTMENT!

The #80 Assortment has this balanced selection of bound-to-be best-seller Black Diamond Blades

	Code	Specifications length    teeth per in.	Quantity #80 Ass't	Suggested Retail
Flexible High Speed (Molybdenum)	BF1018	10"	5	59c
	BF1218	12"	5	71c
	BF1024	10"	5	59c
	BF1224	12"	5	71c
Special Shatterproof Standard Steel	SS1018	10"	15	16c
	SS1218	12"	15	19c
	SS1024	10"	15	16c
	SS1224	12"	15	19c

Black Diamond Blade sales are going to be BIG! Get your share of profits right from the start . . . order the #80 Assortment with FREE display from your wholesaler today.



**NICHOLSON FILE COMPANY, Providence, R. I.**



**NO CHAIN STORE OR DISCOUNT HOUSE  
COMPETITION WHEN YOU SELL . . .**

**Ariens**

**TILLERS and RIDING MOWERS**

*Sold only by independent distributors and dealers  
. . . pre-sold for you by powerful national advertising program!*



**NO TILLER EQUAL TO A LOW-COST**

**ARIENS JET**

**FOR JUST EASY TILLING — EASY SELLING!**

Here's proven engineering . . . eye-catching looks . . . easy operation . . . and low price that combine to make Ariens 3 h.p. JET tiller a sure-fire money-maker for you! Tills 8" to 20" wide. Timken bearings used throughout. Thousands of satisfied users coast to coast!



**NEW! ARIENS IMPERIAL RIDING MOWER**

This new riding mower is built to outperform any riding mower on the market. Gleaming orange and white color. Powerful 4 1/2 h.p. Lauson or Clinton engine . . . 26" Flex-N-Float rotary mower . . . tiptoe clutch and brake . . . fingertip operating controls . . . optional 12-volt electric starting. Competitively priced to sell! Ask for demonstration soon!



**Dealer inquiries invited . . .  
And for the best profit program in the tiller industry write:**

**ARIENS COMPANY**

223 Calumet Street

Brillion, Wisconsin



# DEALER SALES AIDS

**For more information on these sales  
aids use the free post card on page 107**

## Stainless Steel Kit

This year's annual "November Is Stainless Steel Month" promotion on stainless steel housewares, flatware, accessories, and appliances carries the theme "Bright Gift Ideas in Stainless Steel." The promotion, sponsored by Republic Steel Corp., Cleveland 1, Ohio, begins November 1 and extends through the holiday buying, gift-giving season.



Republic is providing retailers with free kits which include full color window-wall banners, die-cut easels, merchandise price tags, and a booklet containing helpful tips on selling and displaying "Bright Gift Ideas in Stainless Steel."

Although designed primarily for the Christmas season, the kit may be used for stainless steel point-of-sale displays any time during the year. For more information—

**Write in No. E1 on card, Pg. 107**

## Christmas Bulbs Carton

A self-displaying carton which converts into a counter merchandiser for Christmas Tree Bulbs is announced by the Westinghouse Photo-Miniature Lamp Department, Bloomfield, N. J.

The carton contains a special selection of Christmas bulb types, consisting of 60 C-9½ and 175 C-7½ bulb



assortments for indoor-outdoor use. It also contains 35 C-6 bulbs for indoor use, a total of 270 bulbs.

The self-merchandiser is printed in bright red and green Christmas col-

ors and requires less than 1½ square feet of space. On each side of the box are tree decoration guides for the purchaser indicating how many bulbs should be used on each size tree.

The bulbs are packaged in sleeves each containing five lamps of assorted colors. The prices of the sleeves are marked prominently on the front of the merchandiser. For more information—

**Write in No. E2 on card, Pg. 107**

## Tackle "Department"

A complete fishing tackle "department" that requires a minimum amount of space is being marketed by Fred Arbogast Co., Inc., 313 W. North St., Akron 3, Ohio. Known as "Fish-N-Fun," the self-serve display

## Store Display Equipment



A wide variety of hand tools, right angles and levels are displayed on a background of Reeve round hole board fitted with special tool holders and hooks. Counter shelves with adjustable glass bins held a wide assortment of smaller tool accessories. The Reeve Co., 9249 East Bermudez St., Pico Rivera, Calif., manufactures a complete line of display equipment suitable for all types of merchandising. A catalog is available showing the complete line of store display equipment—from island display units to pricing systems

**Write in No. E3 on card, Pg. 107**

holds items from the Fred Arbogast line of lures, hooks, sinkers, lines, and leaders.

The pegboard display is offered in two models, each a complete package with easy re-stock and re-order pro-



cedures. Model "A" is a free-standing 24" x 48" panel holding 40 items (240 pieces), retail value \$207.00. Model "B" is a hang-up display, a 24" x 24" panel suitable for wall, shelf end, pillar or back of register. Model "B" holds 23 items (138 pieces), retail value \$112.50.

Distributed through regular wholesaler channels, "Fish-N-Fun" is offered at standard trade terms and discounts. For more information—

Write in No. E4 on card, Pg. 107

## Wrench Merchandiser

The Klik-Stop Merchandiser 1700-LM is offered free to dealers by the P & C Tool Co., Box 5926, Portland 22, Ore. It is 14 inches high, 12 inches wide, and five inches in depth, and holds two each of the four-, six-, and 12-inch wrenches and three each of the eight- and 10-inch tools. The merchandiser, including the card in back, are in color. It has a nut and bolt attached to the right side for persons wishing to pick up a wrench and try it.



Shipping weight is 10 pounds, including the wrenches. For more information—

Write in No. E5 on card, Pg. 107

## Marine Equipment Unit

Style-Crafters, Inc., Greenville, S. C., makes available a display unit which holds a full two dozen of the "Aqua-Float" brand products. Featuring a double faced, three-color



enamel sign, the rack takes up only 30 square inches, is mobile and is easily assembled and stored.

Style-Crafters also provides "Aqua-Float" window streamers, bill stuffers, ad mats, and other sales aids. For more information—

Write in No. E6 on card, Pg. 107

## PRINTED HELPS

and other sales aids for 1958

Gale Products, Dept. 517 A, Galesburg, Ill., makes available to Buccaneer dealers a complete line of merchandising aids. Included are dealer signs, display pieces, point of sale aids and a complete stock of literature on its eight 1958 model Buccaneer motors. For more information—

Write in No. E7 on card, Pg. 107

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

Write in No. E8 on card, Pg. 107

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for

its household hardware, including packaging, layout guides, and displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. E9 on card, Pg. 107

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. For more information—

Write in No. E10 on card, Pg. 107

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheet, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. E11 on card, Pg. 107

Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif., has available a detailed and fully illustrated instruction sheet showing how to plan, lay out and install a Rain Jet sprinkler system. In addition to instructions, there are templates for each of the 12 heads in the line to facilitate planning the locations of the sprinkler heads on the drawing. Also offered to dealers is a 10½" x 14" display rack, with an initial balanced assortment. The heads are packaged individually in color-coded cartons. Net to dealer is \$42.60 with a 33½% mark-up. A supply of envelope stuffers and instruction sheets is included with each rack shipment. For more information—

Write in No. E12 on card, Pg. 107

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. E13 on card, Pg. 107

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. (Continued on page 92)

# THE MOST COMPLETE LINE OF THE VERY FINEST SPORTING ARMS ON THE MARKET



Send 10¢ for  
NEW  
Fully  
Illustrated  
CATALOG  
Address  
Dept. P-10

## 1. THE SAKO FORESTER

Calibers: .243, .244, .308

A larger version of the pace-setting Sako Sporter. Weight: 6 1/2 lbs. Overall length: 42 inches. French walnut stock, high comb cheekpiece—the nearest thing to an all 'round rifle. Light weight, super accurate. \$149.50; with Dual-Range peep sight \$197.00. Heavy barrel model at \$162.50.

## 2. THE SAKO SPORTER

Calibers: .22, .214, .22 Hornet

Built on Sako's true, short Mauser action, with exclusive tapered scope mounting blocks for fast changeover from peep sight to scope without loss of zero. Featherweight 6 1/2 lbs. bull-gun accuracy—barrels grouping over 3/4" at 200' rejected at factory. Finest walnut stock with high comb and cheekpiece. Finely checkered. Supplied with Dual-Range peep sight and hooded ramp, front sight. \$128.00. With Maunlicher type stock at \$144.75. Heavy barrel model at \$162.00.

## 3. THE F. N. MAUSER RIFLE

Calibers: .280-06, .270, .257, .300 Savage, 7mm, .308, 250/3008, 225 Swift

A true aristocrat among the higher powered rifles. A 7 1/2 lb. blend of the finest materials and workmanship—chrome vanadium steel barrel, French walnut stock hand-machined and hand finished in the best European manner. Drilled and tapped for scope mounts and receiver sights. \$160.00 Deluxe Model. \$170.00 in the feature loaded Sako 200.

## 4. THE MATADOR

Made by the famous Honas of Arns. Available from .416 to 12 gauge, including 20 gauge 12" Magnum. Perfect balance, auto ejectors, single selective trigger. \$184.00. Also available in 12 gauge, 3" Magnum, 32" barrels at \$178.00, and 10 gauge 3 1/4" Magnum, 32" barrels at \$189.50.

## 5. THE FINNISH LION FREE RIFLE

For the serious target shooter. Intensive workmanship. Kluksen and field type built plates and removable palm rest. Convertible trigger permits modification from International Free Rifle to N.R.A. authorized competition. Caliber .22 only. Ring type front sight with five inserts, micrometer adjustable Valmet rear sight with extra aperture. \$122.00.

## 6. THE LA SALLE PUMP SHOTGUN

A new standard in engineering ingenuity. Produced with special purpose machinery the action is trouble free and unusually smooth. The light weight alloy receiver is forged for greater ruggedness; barrel is machined from bar stock, a feature assuring erosion resistance and long life. Barrels are instantly interchangeable without use of any tools whatsoever. The design of the La Salle combines minimum weight (approximately 6 lbs.) with minimum recoil effect. Made for us by the leading French firearms manufacturer, Manufacture of St. Etienne. Chambered for 12 gauge, 28" shells only. Checkered French walnut butt stock and overseas Beavertail fore-end—\$119.00 "Perlan" grade (engraving and select wood) \$150.00.

## 7. THE F. I. 1000

Made in Germany exclusively for us. Man-sized, yet an ideal "nest gun" thanks to its built-in safety features rarely found on rifles in this price bracket. Both operation cocks bring pin, right-hand safety is positive with "fire" and "safe" positions eliminating the necessity of separate handcocking for each shot; plainly indicated. Cal. 22 L.R. Price \$17.50.

## 8. THE UNIQUE CORSAIR PISTOL

Evolved from a line of very successful 22 automatic pistols. Exceptional design features include unobstructed smoothness of operation, lustrous finish and fine balance. Caliber .22 L.R. \$42.00. UNIQUE ESCORT, same as Corsair but with dual slide, caliber .22 Short .....\$48.00. UNIQUE CORSAIR PRESENTATION CALIBER .22 L.R. ENGRAVED AND FINISHED IN RATON CHROME.....\$64.50.

## 9. THE ASTRA CUB PISTOL

Safe, reliable, accurate and low in cost. Ammunition costs less than a penny per round. It is ideal for hunting small game or as a personal defense weapon. Three safeties, 8 round magazine capacity. Caliber .22 Short .....\$34.00. ASTRA FIRECAY, CALIBER .25 .....\$34.00. ASTRA FALCON, CALIBERS .22 L.R., .22 or .380 .....\$50.00. CONVERSION UNITS FOR FALCON PISTOLS, .22 L.R., .32 or .380 .....\$34.00.

## 10. THE STAR MODEL "F" PISTOL

Available in three barrel lengths, features perfect balance, fast take-down, thumb rest grip, checkered back strap, hand hooded factory adjusted trigger, large easy working positive safety. All Star pistols are supplied with extra magazine. Caliber .32 L.R. with 4 1/2" barrel .....\$41.15. Caliber .22 L.R. with 6" barrel .....\$40.95. Caliber .22 L.R. with 7" barrel .....\$55.00.

**FIREARMS INTERNATIONAL CORPORATION**  
WASHINGTON 22, D. C.





REALISTIC?  
You'd swear they  
just flew in!

## Victor Decoys

have everything your  
customers want...

**QUALITY**... Victor Decoys have that quality look that tells your customers at a glance that here is the finest made. True-to-life design; the finest materials; expert craftsmanship and finish... all of these and more combine to make Victor Decoys the finest you can offer to your customers.

**NEW DESIGNS**... Victor Decoys now offer you a new, more true-to-life look. Decoys are wider across the back, sit lower in the water, giving a more lifelike appearance to high-flying game. Adjustable, all-position heads on many models and authentic, non-glare finish afford even greater realism.

**COMPLETE LINE**... When you sell the Victor Decoy line, you sell the most complete line in the world. Victor Decoys are available in molded fiber, Tenite plastic, vinyl plastic, and wood; in the widest range of species; and in a range of prices to suit the needs and pocketbook of every customer.

No. D-3  
Victor  
Magnum



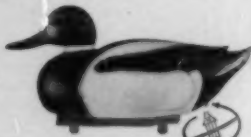
Built of light, tough molded fiber; finished in natural colors. Glass eyes. Mollard has head and wings painted with iridescent paint for added realism and attraction. 9 species.

No. D-10  
Victor  
Majestic  
Standard



Life-size, Tenite plastic decoy; internally balanced. Water-proofed and finished in realistic colors. Adjustable, all-position head with aided eyes. Seven species.

No. D-16  
Victor  
Real Tuff  
Oversize



A new, lifelike, durable decoy molded from tough vinyl plastic which resists damage from drooping or crushing. New valve regulates internal air pressure. Five species.

Your wholesaler has the new, 1958 full-color Victor decoy catalog. Write for it. Stock the complete line—order from your wholesaler.

**ANIMAL TRAP COMPANY OF AMERICA**

Lititz, Pa. • Pascagoula, Miss.  
Niagara Falls, Canada

Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Write in No. E14 on card, Pg. 107

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Write in No. E15 on card, Pg. 107

The Moto - Mower Co., Richmond, Ind., offers to dealers a 50-50 co-op advertising plan (unlimited) in addition to a number of other sales helps. Each preferred dealer is sent a window display kit which includes window streamers, jumbo display cards, wall charts, authorized dealer decals, and consumer folders. A lawn care folder called "How We Built the Most Beautiful Lawn in Town" is made available to dealers as a give-away to persons who visit the store or as a direct mailing piece. Dealers are charged \$2.00 per 100; \$15.00 per 1,000. For more information—

Write in No. E16 on card, Pg. 107

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. E17 on card, Pg. 107

American Tackle and Equipment Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. The company also makes available through its salesmen a package of 26 promotional pieces for dealers including national ad blow-ups; window streamers, banners, and radio-TV spot announcements. For more information—

Write in No. E18 on card, Pg. 107

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., is offering to dealers, nine free newspaper ad mats, ranging in size from 1 col. x 7" to 2 col. x 11", to stimulate sales of its casting and spinning reels and the Fisherman's De-Liar. Two ads feature the Langley Cast-Flo Deluxe Model 900 closed face reel. All ads require only insertion of the dealer's name and address. Each ad is reproduced in a 4-page ad mat brochure, available without charge to all dealers on request. A coupon is included to simplify and speed ordering of specific mats. For more information—

Write in No. E19 on card, Pg. 107

Rubbermaid, Inc., Wooster, Ohio, is sponsoring a giveaway type promotion which enables retailers to give customers the combined gift of a Deluxe Plate Scraper and a Deluxe Bottle and Jar Scraper—a regular 68¢ value—with the purchase of either of two popular size Rubbermaid Drainer Trays. The promotion is being backed up by a complete promotional kit for each one-dozen order. Each kit includes 12 sets of the scrapers, bagged and banded for retail display; a four-color wall or window banner for store announcement of the offer; proofs of free advertising mats; an easel display card to be used with the Trays; samples of a free consumer statement stuffer on the offer; and a letter of instructions as to how to get maximum sales. For more information—

Write in No. E20 on card, Pg. 107

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope. (2) Fittler measured rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lb. or more of rope. (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/2" x 44 1/2" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Display Box containing 50' connected coils of either 1/4", 5/16", 3/8", dia. sizes and 25' connected coils 1/2" dia. size, Fittler "Stabilized" filament nylon yacht rope. (7) Display Boxes containing Fittler yellow polyethylene or Fittler Manila water ski tow ropes—six boxes to a master shipping carton. To all deal-



ers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. E21 on card, Pg. 107

Swan Rubber Co., Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—

Write in No. E22 on card, Pg. 107

Columbian Rope Co., Auburn, N. Y., has available for dealers two new rope merchandisers, available through wholesalers. The Columbian Rope Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both. From the position of the units on the merchandiser, rope is fed through guides to a measuring device and a cutter for rapid selling. The "Pick-Me-Up" Rope Coil Merchandiser holds individually wrapped 50 ft. and 100 ft. coils of  $\frac{1}{4}$ ",  $\frac{3}{8}$ ", and  $\frac{1}{2}$ " dia. Manila rope. The unit is furnished at no cost with an initial order of approximately 100 lbs. of rope which stocks it. All metal and mounted on casters, its dimensions are 22" x 22" x 45 $\frac{1}{2}$ " and requires less than 4 sq. ft. of floor space; permits complete self-service. Also available for dealers is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twines, Mason's line, and Christmas twine are also available. For more information—

Write in No. E23 on card, Pg. 107

Scott - Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1958. This material includes formats and ad builders; window streamers which feature Scott-Atwater's 1958 motors; hand-out stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; dealer stationery; miniature Scott-Atwater plastic motors; a color billboard; a one minute TV film spot announcement, and a 20-second spot announcement; changeable trans-light displays; wobbler display; and a roadside sign. A giant color announcement display, a parasol featuring a 22 hp motor is one of the many signs and displays available. For more information—

Write in No. E24 on card, Pg. 107

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. E25 on card, Pg. 107

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in. all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. E26 on card, Pg. 107

Chas. O. Larson Co., P. O. Box 358 Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. A Silent Salesman Wire Display Rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

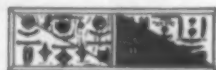
Write in No. E27 on card, Pg. 107

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. Available to dealers free in limited quantities is the 1958 Garcia Fishing Tackle Annual which sells to customers for 25¢. The Annual consists of 84 pages illustrated in full color and is filled with articles, tips, and stories written

## sales tips from Amerock

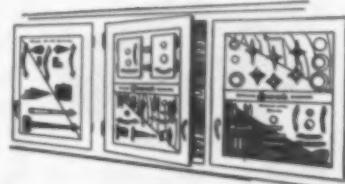


Help customers sell and serve themselves—make full use of modern displays and merchandisers for faster turnover at higher profit.



For example, flexible Amerock Twin-Size Displays can be mounted individually or framed two or three together, either vertically or horizontally as shown. Twin-Size Displays can also be used to show the complete Amerock

line on a counter or an island when used in a No. 2500EH Revolving Display. For complete self-service department, combine No. 2500 display with Amerock merchandisers as shown at top of ad.



Eye-appealing Amerock Twin-Size Displays fit NRHA fixture doors... help you put your wall space to work.

Visit our booth at national hardware and lumber dealer shows

Ask Your Amerock Wholesaler

**Amerock CORPORATION**

Rockford, Ill. • Meaford, Ont.

# SALES NEWS:



## New Package for Bassick "Nomar" Cups

In their new attractive window package Bassick "Nomar" furniture cups rate a top spot on your display counters.

The convenient package of four makes it easier than ever for customers to see and buy these top quality furniture rests. Made of non-marking, unbreakable phenolic composition, they fit any furniture, spread the weight, protect floors and floor coverings. Two fast-selling sizes, 1 3/4" or 1 1/2" dia. Nos. NDC-6 and NDC-7.

## Sell Nomar Rests, too



These finest floor protectors are designed to attach to furniture legs, distribute the weight and protect floors. They allow easy sliding. THE BASSICK COMPANY, Bridgeport 5, Connecticut. In Canada: Belleville, Ont.

8.23



by top writers. For more information—

Write in No. E28 on card, Pg. 107

**Lazy Boy Lawn Mower Co., Inc.**, 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3 1/4-inch x 6 1/4-inch size. Newspaper ad mats in two-column by three-inch size are provided also each describing one of the company's four most popular models. For more information—

Write in No. E29 on card, Pg. 107

**Stevens - Burt Co.**, Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. E30 on card, Pg. 107

**The Weber Lifelike Fly Co.**, Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The new No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. Nos. RR144 and RR146 are also revolving racks; each holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half - size stationary units of the latter, Nos. R72 and R73, display half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks, one-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—

Write in No. E31 on card, Pg. 107

**Fuller Tool Co., Inc.**, 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. E32 on card, Pg. 107

**Moore Push-Pin Co.**, 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 3/4" high, with a 9" diameter base. For more information—

Write in No. E33 on card, Pg. 107

**Carolina Washboard Co.**, Raleigh,

N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$.120 per doz.; 2 doz. No. 1, \$.120 per doz.; 2 doz. No. 2, \$.120 per doz.; 1 doz. No. 3, \$.150 per doz.—list price is \$16.00. For more information—

Write in No. E34 on card, Pg. 107

**S. G. Taylor Chain Co., Inc.**, Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. E35 on card, Pg. 107

**Petersen Mfg. Co.**, Dept. SH-3, De-Witt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Write in No. E36 on card, Pg. 107

**O. F. Mossberg & Sons, Inc.**, P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotape advertising mats, as well as radio and TV commercials. For more information—

Write in No. E37 on card, Pg. 107

**Rubbermaid, Inc.**, Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. E38 on card, Pg. 107

**Kaiser Aluminum & Chemical Sales, Inc.**, 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator

lists computations for corrugated and five - V - crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. Other promotional aids include \$25 free advertising allowance for all new dealers, free direct mail program to 250 customers or prospects four times annually, identification plaques, in-store display and plans rack, banners, mobiles, consumer folders, and plans catalogs. For more information—

Write in No. E39 on card, Pg. 107

**Wright-Bernet, Inc.**, Hamilton, Ohio, provides convenient packaging for its No. 1958, 12" plastic household push broom. The broom is packed four to a box including handles. The packaging is designed to save time, space, repacking, and extra handling for both the dealer and wholesaler. The broom itself is bristled with turquoise Berlight plastic, with the handle lacquered in matching turquoise. It is designed to list around \$1.69 per brush, including handle. Catalog sheets are available. For more information—

Write in No. E40 on card, Pg. 107

**Wickwire Brothers, Inc.**, Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. E41 on card, Pg. 107

**Amerock Corp.**, Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. For more information—

Write in No. E42 on card, Pg. 107

**Heineke & Co.**, Springfield, Ill., offers Excellor mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellor-matic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—

Write in No. E43 on card, Pg. 107

**The Wood Shovel and Tool Co.**, Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. E44 on card, Pg. 107

**Champion DeArment Tool Co.**, Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4¼" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free is the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information—

Write in No. E45 on card, Pg. 107

**American Bilrite Rubber Co.**, P.O. Box 1071, Boston 3, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially easled to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Write in No. E46 on card, Pg. 107

**The Acme Shear Co.**, Advertising Dept., 100 Hicks St., Bridgeport,



And we have a good name, too!

## Southwestern POLYETHYLENE PLASTIC PIPE

now comes to you with a permanently impressed brand not only on NSF pipe, but on our "Thrifty-Line" too! Wherever SOUTHWESTERN POLYETHYLENE is used it can be quickly and positively identified because SOUTHWESTERN'S name won't rub off.

Tested and proven in thousands of applications, SOUTHWESTERN'S POLYETHYLENE PLASTIC PIPE merits your confidence when it is sold to your trade.

SEND THE COUPON TODAY  
FOR ADDITIONAL INFORMATION.

### Mail Today!

Gentlemen:

- ☐ Please send me additional information.  
☐ Please have APPLICATION ENGINEER call.

NAME \_\_\_\_\_  
POSITION \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

"Use Southwestern... to be sure"





## Here's a man's hack saw blade



- rugged
- dependable
- smooth cutting
- stays sharp

Plus!

### Each Blade

Clearly marked for tooth size and what it will cut.

### Each Blade

Marked for front end

### Each Blade

Pointed, looks good, rust resistant

Give the man a blade  
made to do a man's work.

Ask your jobber for Griffin  
Hack Saw Blades, Coping Saw  
Blades and Scroll Saw Blades.

**Griffin**

G. W. GRIFFIN COMPANY  
Franklin, New Hampshire

Sales Agents:  
John H. Graham & Co. Inc.  
105 Duane St., New York 6, N. Y.

FRONT

Griffin

STANDARD  
NO. F1018

18T

CUTS BOLTS, PIPE AND  
MEDIUM SECTIONS

Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. E47 on card, Pg. 107

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Write in No. E48 on card, Pg. 107

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Write in No. E49 on card, Pg. 107

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. E50 on card, Pg. 107

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

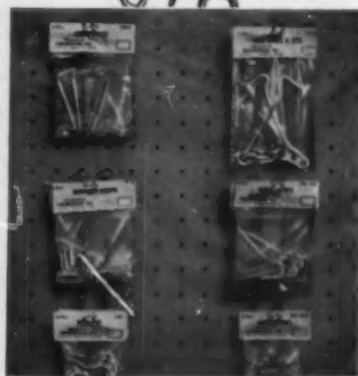
Write in No. E51 on card, Pg. 107

Foley Manufacturing Co., 3300 5th

## TURNBUCKLES

\*Packaged

BRIGHT  
WIRE  
GOODS



EASY TO DISPLAY  
IN BIN OR ON  
PERFORATED  
BOARD

### \* ELIMINATE

Loose-piece losses.  
Time losses.

### \* OFFER

Easier selling.  
Greater convenience.  
Improved appearance.  
Maximum protection.

ORDER FROM YOUR WHOLESALE

**Turnbuckles**  
TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA  
FACTORY: GRAND BEACH, MICHIGAN

"One good turn (buckle) deserves another"



now selling on sight...



## CAULK in the FOIL CARTRIDGE

Sales soar when you display CALBAR in the bright foil cartridge. It's the modern caulking compound in the modern package. The amazing automatic "stop-flow" at no additional cost takes the work and waste out of caulking. CALBAR is also available in bulk cans and key squeeze tubes.

Ask your jobber about CALBAR guns, too.

**CALBAR PAINT & VARNISH CO.**

Manufacturers of Technical Products

2612-26 N. Martha St., Phila. 25, Pa.

Over 38 years as the Nation's leading Caulk line

## "Salt Water Proven" and PRICED RIGHT!

### UMCO Royalite Tackle Boxes

Only UMCO offers you 9" "Salt Water Proven" Royalite Tackle and Spin Boxes... each with bonus-quality features that have made UMCO Royalite models famous. Rugged, splinter-proof Royalite cases are impervious to salt water, oil, gasoline and acids,—have offset trays with Lur-Gard liners, separate reel compartments, extra reel and spool clips, etc. Priced right from \$6.95 to \$17.95... sold by leading dealers everywhere!

\*20 Aluminum Models also available.

#### MODEL 803R\* COMBINATION TACKLE BOX

Royalite case with copper anodized aluminum hardware. 3 trays, 23 lure compartments—18 for spin lures, 5 for larger plugs. Separate reel compartment, extra reel clip inside cover.

\*Also available in Aluminum.



#### MODEL 802R\* TACKLE BOX

Royalite case with copper anodized aluminum hardware. 2 trays with 10 lure compartments. Separate reel compartment, extra reel clip inside cover.

\*Also available in Aluminum.

See your jobber or write for literature.

**UMCO CORPORATION** SPRING PARK MINNESOTA

## A Collection Service That Gets The MONEY!



### IF YOU HAVE MONEY TIED UP IN OVER-DUE ACCOUNTS;

YOU can NOW return it to your business, and start it coming in just a few days.

Here's the truth about this new wonder service:

◆ It's self-operative, and so simple a child can operate. Yet it is the most powerful and effective collection scheme ever devised. It gets the money quickly from either good or bad debts. It preserves and actually builds good-will. There are no fees nor commissions to pay. The expense is only a few pennies to each account.

◆ It's neither the familiar stickers nor only a final notice. It's a real collection service. Thousands report that it is the most satisfactory and successful collection service they ever used. I could go on and on citing case histories of what it has done for others. But I want YOU to just see for yourself what it will do for YOU—what YOU can accomplish with it.

◆ Here's how: Use the form below to grant your permission, and I'll send the service, on approval, for you to actually collect your accounts. You may, for any reason, or no reason at all, return it and owe nothing. But I'm sure you'll use it, and that you will get results.

◆ And when you are convinced of satisfactory results—by actual collections made—within thirty, or even sixty days, if necessary—send only \$7.50—though it may be worth hundreds of dollars to you. The collection of only one small account will be worth many times the cost of the entire service for a hundred accounts.

◆ Until you have tried this service you will never know what it is costing you to be without it. Send for it today, and within the next few days you will be getting your money. Do it NOW, while it's on your mind...

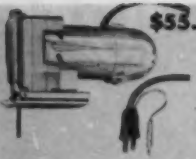
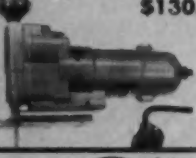
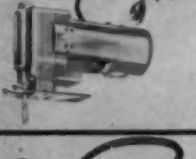


**D. M. Reese, Managing Director**  
**Creditors Service Company**  
**P. O. Box 65**  
**Murphy, North Carolina**

Send your system for thirty, or if necessary, sixty days trial and approval. We reserve the right to return it and owe nothing. But if we find it satisfactory we'll honor your invoice for \$7.50.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

MODEL NO. 1		\$55.00
MODEL NO. 2		\$130.00
MODEL NO. 10		\$39.95
MODEL NO. 15		\$79.95
MODEL NO. G		\$24.95

**AMERICA'S FIRST  
AND FINEST RECIPROCAL  
ACTION SAWS**

**FORSBERG**

**WHIZ-SAWS**

**THE PROFIT LINE**

Dependable electric power saws by Forsberg represent the finest your customers can buy at a price they can afford. Choice of five models ranging from the new low priced G-WHIZ (\$24.95) to the more powerful WHIZ-SAW NO. 2 (\$130.00). Excellent profit margin on every model. Each comes attractively packaged and complete with 3 blades. Newspaper mats available.

Send for new catalog today

**Forsberg**

over 45 years of manufacturing experience  
THE FORSBERG MFG. CO., BPT., CONN.

St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 20" and 23" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Tartan models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Write in No. E52 on card, Pg. 107

**Molly Corp.**, Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. E53 on card, Pg. 107

**Upton Brothers, Inc.**, 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Write in No. E54 on card, Pg. 107

**Nixdorff-Krein Manufacturing Co.**, 916 Howard St., St. Louis 8, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. E55 on card, Pg. 107

For information on  
CATALOGS & BULLETINS

See Page 53

# It's here!

*Our completely new catalog of axes, hammers, hatchets and garden tools... designed to give you the facts that will make your selling job easier, your efforts more profitable.*

*Write today for your copy:*

**MANN EDGE TOOL COMPANY**  
**Lewistown 2, Pennsylvania**

*Making America's very finest hand tools since 1843*

# NEW PRODUCTS

*For more information on these new products  
use the return free post card on page 107*

## Carded Padlocks

Four top-selling padlocks individually blister-packed on sturdy, colorful cards are made available by the Slaymaker Lock Co., Lancaster, Pa. They include alloyed metal, solid brass, laminated steel and combination padlocks, all with the Slaymaker money-back guarantee.



The card has a yellow and black color combination and carries an advertising message. Cards are punched for hanging on peg board, wire racks, etc. Large price ball will be prepriced at no extra charge. For more information—

Write in No. 788 on card, Pg. 107

## Gun Cleaning Rod

A Pistol Cleaning Rod which provides a single unit to clean all calibre hand guns from .22 to .45 calibres is announced by Frank A. Hoppe, Inc., 2314 North 8th St., Philadelphia 33, Pa.

The rod is furnished in two pieces to make a compact unit for carrying



in pocket or game bag. The shaft is made of duraluminum, and is mounted in a steel ball bearing insert within a clear plastic handle, that is said to be practically indestructible.

Furnished with each rod are three jags for different calibre sizes. The jags are especially designed to prevent patches from coming loose during cleaning.

The Hoppe Pistol Cleaning Rod retails at about \$1.25. For more information—

Write in No. 789 on card, Pg. 107

## Revolving Sprinkler

The addition of three revolving sprinklers to its line is announced by Melnor Industries, Inc., 300 DeWitt Ave., Brooklyn 36, N. Y.

The three models include a 2-arm sprinkler retailing for \$1.95; a 3-arm sprinkler retailing for \$2.95; and an



adjustable 2-arm sprinkler with twin nozzles retailing for \$4.95. They are constructed of heavy gauge solid brass with chrome-plate finish and substantial non-tip bases. The \$4.95 model, shown, has a sled base and is equipped with "twin-jet" nozzles that adjust to sprinkle circular areas or odd shapes to fit the needs of any lawn. For more information—

Write in No. 790 on card, Pg. 107

## Golf Balls and Container

The Draper-Maynard Co., Cincinnati 32, Ohio, is offering MacGregor Par-Maker golf balls packed in a Christmas gift container. The balls and the container are available for the price of the golf balls alone. Imported from Belgium, the metal



container has many after uses. It has a golf motif, including Scotland's traditional heather and thistle, and is lithographed in nine colors. Each is packed in an attractive corrugated box for gift sending.

The container is available in two sizes: with one dozen Par-Makers, \$14.75 retail, and with one-half dozen Par-Makers, \$7.50 retail. For more information—

Write in No. 791 on card, Pg. 107



**Lawnflite**

... a new line of  
top quality power mowers at  
prices that make it easy for  
you to **MEET ALL COMPETITION!**

**No. M-4290  
Deluxe 22"**

1. A big, complete line—12 models—side, front and twin discharge—18", 19" and 22" cutting widths.
2. First quality materials and construction.
3. Briggs & Stratton and Clinton engines.
4. Safety features that help you sell.
5. Designed and manufactured by Modern Tool & Die Co., producer of the fast-selling MODERN LINE of Wheelbarrows, Lawn Carts and Spreaders.
6. Best of all, the LawnFlite line is priced for sales!

AGAIN NEXT SEASON IT WILL BE  
EASIER TO SELL THE MODERN LINE  
THAN TO SELL AGAINST IT!

**MODERN TOOL & DIE CO.**  
5389 WEST 130th STREET  
CLEVELAND 11, OHIO

### Hack Saw Frame

A new lever tension principle is a feature of the hack saw frame announced by G. W. Griffin Co., Franklin, N. H. Awkward wing nuts, two-piece locks, etc., are eliminated, the company states, and blades may be changed in a matter of seconds.



The frame itself is a rugged, one-piece steel design with a high impact plastic handle. It takes a 12" blade and is only 15" overall. Each frame is tagged with 2-color sales card and comes equipped with the Griffin Double Edge Blade, 18 teeth on one edge and 24 teeth on the other edge. For more information—

Write in No. 792 on card, Pg. 107

### Cord and Rope

New packaging for its multi-purpose braided nylon Sportsman's brand "Handi-Cord" and "Handi-Rope" is announced by Sunset Line & Twine Co., Florence, Ala.



Both products are designed primarily for the wide variety of general outdoor and camping uses the sportsman encounters. Basic material is a wax-impregnated nylon, braided to prevent unraveling or untwisting in use.

Handi-Cord has a 500-lb. breaking strength and is packaged in 30' lengths, one dozen per box, or on a 500' bulk spool that can be dispensed directly from its shipping carton.

Handi-Rope is 1,000-lb. test, broadening its uses to include such marine applications as anchor line, water ski tow rope, etc. Its packaging includes a choice of 30' hanks, or 300' or 500' bulk spools. For more information—

Write in No. 793 on card, Pg. 107

## Hamilton-Skotch

the BIG **1** source for

- The Original Skotch Cooler®
- Portable Ice Chests
- Insulated Jugs
- Insulated Bags
- Skotch Ice®
- Charcoal Lighter
- Tackle & Utility Boxes
- Porta File,® Check Files

Send for  
complete color catalog

THE HAMILTON-SKOTCH Corporation  
11 East 36th Street, New York, N.Y.

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### HORSE COLLAR PADS

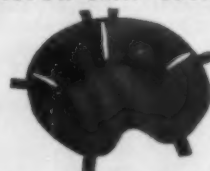


For every work horse and mule.  
"The pad with the rust-proof  
red hooks"

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### TRACTOR SEAT CUSHIONS



For every tractor and farm  
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.  
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881

psst! **MARKSMAN**  
will help you sell with...

SPORTS AFIELD, SPORTS ILLUSTRATED, ARGOSY, TRUE, GUNS MAGAZINE, AMERICAN RIFLEMAN, MOTOR TREND, MOTOR LIFE, HOT ROD, ETC.

100 MILLION SELECT READERS!

## MARKSMAN air pistol

**\$6.95**  
RETAIL  
COMPLETE

Biggest volume, lowest priced pellet pistol  
**ALL METAL CONSTRUCTION**

Shoots **ALL 3!** Weight and feel of a real .45  
Powerful, accurate and guaranteed  
Gift boxed complete with BB's, Darts, Pellets and Targets

Also Available: Deluxe Chrome Air Pistol (model MPC) \$8.95 retail, complete

Genuine Leather Holster (Cat. #HB-Black, #HT-Tan) \$1.50 retail

The gun over a million ask for and buy... with retail prices maintained by leading jobbers and dealers around the country



MARKSMAN  
PRODUCTS  
also include:

### PELLETS

For ALL makes  
of air pistols  
and rifles.  
Both .22 and  
.177 cal. in tins  
of 500 & 200.



**FIREBALL  
Y-B SLINGSHOT**  
Complete with  
accessories  
\$2.95 retail



**DART GAMES  
AND DARTS**  
18" Dart Game  
\$5.95 retail  
12" Dart Game  
\$3.95 retail

in our **12th** volume year!

WE PAY THE FREIGHT WITH MAXIMUM TERMS AND DISCOUNTS  
see your jobber,

or write for information to:



**MARKSMAN PRODUCTS**  
A DIVISION OF  
**MORTON H. HARRIS, INC.**  
LOS ANGELES 25, CALIFORNIA

.177 cal. tin of 200 - 70¢

# HOPPE'S

the **BIG** name  
in Gun Cleaning

## GUN CLEANING ESSENTIALS

**Outsell all others!**

**Display them prominently**

HOPPE'S products walk off with  
the top scores in both sales and  
profits in every state in the  
national Long-established user  
acceptance and trust... plus  
consistent national advertising  
... Keeps HOPPE the BIG name  
in gun cleaning. Display HOPPE  
products "up top" and "out  
front"... watch your sales  
scores go up!

**FRANK A. HOPPE, INC.**  
2328 N. 8th St., Phila. 33, Pa.

**ASK YOUR JOBBER  
FOR HOPPE'S**



- FOLDS FOR SHIPMENT
- LIGHT IN WEIGHT
- NO ASSEMBLY
- CONVENIENT AND STURDY
- NEEDS NO SPOOLS

## FITLER ROPE RACK FOR OCTAGONAL BOXES

The Fitler Rope Rack requires only 20" x 30" of floor  
space, leaving valuable room for other products. Rope is  
kept off the floor, eliminating loose ends which get dirty.  
The boxes are tilted forward on the rack, providing easy  
access into the hand holes in the tops of the boxes for  
removing the rope.

This valuable sales aid may be obtained for a fraction of  
its manufacturing cost when accompanied by order for 300  
pounds of Fitler Rope... it pays for itself in efficiency.

SOLD BY HARDWARE DEALERS EVERYWHERE

**THE EDWIN H. FITLER CO.**

EST. 1884  
Philadelphia 24, Pa.

**ÖBERG**  
Swedish  
**CHAIN SAW**  
**FILES**

The  
FILE  
With The  
SMILE



Made Of Stubbish Steel  
That Laughs At Wear

**SANDVIK STEEL, INC.**  
Saw & Tool Division  
1702 Nevins Rd., Fair Lawn, N. J.

**END septic tank  
TROUBLES!**

**NEW  
FREE-ALL**

100% ACTIVE... No Inert Matter  
One Treatment Lasts 4-6 Months



Fast  
mover at  
**195**  
for full  
19 oz.

Most effective — One treatment prevents, frees tank clogging  
Easy — Just pour into toilet and flush  
Safe — Won't harm humans, animals, plumbing  
Stock — display — order today!

**G. N. COUGHLAN COMPANY**  
West Orange, N. J.

Mfr. of Chimney Sweep, Process 33, Oven-Aid  
Oven Cleaner, De-Moist, Easy-Aid Silver Cleaner

## Automatic Waxer

The Quickie Automatic Waxer and Polisher, with the exclusive Wax-Miser Dispenser carrying its 12-ounce supply of liquid wax in the handle, is announced by Quickie Manufacturing Corp., 20th and Oxford Sts., Philadelphia, Pa.



The cap of the Quickie Waxer handle slips off for filling. An automatic dispensing device at the lower end is operated by a lever located on the handle, and the desired amount of wax flows directly to the floor.

Another innovation is the double head of the waxer. One side is a plastic sponge for application of wax, the other is a lamb's wool buffer for polishing. The universal swivel-action end permits waxing and polishing without the user having to stoop or crouch.

The head snaps on and off for changing of the replaceable applicator and buffer, for which refills are available wherever Quickie products are sold. For more information—

Write in No. 794 on card, Pg. 107

## Tillers and Mowers

The Choremaster line of four tillers and tiller-mower combinations is announced by Yuba Power Products,



Inc., West 8th at Evans St., Cincinnati 4, Ohio. Models are the 22" Double Duty tiller-mower, shown; the 17" Town and Country tiller-mower; 22" Heavy Duty tiller; and the Commercial tiller.

The 22" Double Duty has a swept back design and new location of controls, converts into a 22" rotary power mower without tools. The mower attachment features an improved Safe-T-Guard and the Dial-A-Season cutting height adjustment.

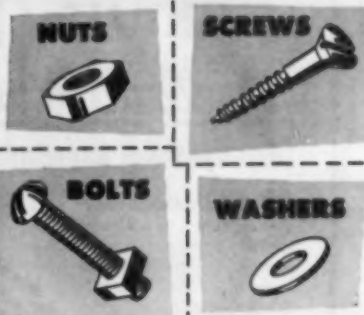
As a tiller, the Town and Country will work ground 12 or 17 inches wide and up to seven inches deep. As a mower, it will cut an 18" or 20" path and also mulches leaves. An edger is available as an attachment.

With attachments, the Heavy Duty tiller can furrow or hill for seeding, aerate or edge. Extension tines are used to increase the basic width from 11 to 22 and 33 inches. It will dig down to a depth of 10 inches and the 11" width will take it through narrow rows.

The Commercial tiller is designed for the commercial gardener who requires rugged equipment. This is equipped with a special cast iron engine with an enclosed breather. It has a direct drive, eliminating belts. Basic tines work ground 11 inches wide while extensions up this to 22 or 33 inches. All dig to a depth of 10 inches. For more information—

Write in No. 795 on card, Pg. 107

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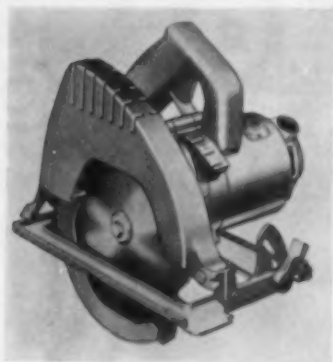
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ATLAS SCREW & SPECIALTY CO., INC.  
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## Portable Electric Saw

A new entry in the low-price portable electric saw field is introduced by the Remington Arms Co., Inc., Bridgeport 2, Conn.



Among the features offered by the seven ampere Remington Model 66 is a sawdust blower. A strong jet of air, blown by the turbine-type cooler fan through a roofed port, clears the sawdust away from the line of cut and keeps it out of the operator's face.

Other special features are the locknut thumb levers for adjusting

both depth of cut and bevel, cartridge-type brush holders which simplify inspection, and specially designed motor ventilator slots for more efficient cooling.

The saw weighs seven pounds, has a cutting depth capacity of 2-1/16 inches, self-lubricating bearings, a telescoping blade guard with retracting lever, a blade speed of 4,000 rpm and an AC-DC 25-60 cycle motor of seven amperes. It can bevel cut 2 x 4 lumber at 45 degrees, the company states.

The saw is equipped with 6 1/2" combination rip and cross cut blade, a wrench and an 8' cord. It has a die-cast aluminum alloy housing and a sturdy wide steel shoe for more positive control and accurate cutting. For more information—

Write in No. 796 on card, Pg. 107

## Speedbor Wood Bits

The Irwin Auger Bit Co., Wilmington, Ohio, announces the addition to its line of four Speedbor "88" wood bits in larger sizes for electric drills and drill presses: 1 1/4", 1 1/2", 1 3/4", and 1 1/2".

Made with a 1/4" shank and Irwin's exclusive hollow ground point, the larger sizes are designed to bore fast, clean holes in wood, plaster, and plastics. There is said to be no wobble or run-out.



The complete Speedbor "88" line now includes 17 open stock sizes, 1/4" to 1 1/2". Sizes 1/4" to 1" are packaged in Irwin's new self-selling Sellopak jackets and retail at 75 cents each. The new and larger sizes, 1 1/4" to 1 1/2", retail at \$1.25 each.

Sets of four, six, and 13 Speedbor "88" wood bits are also available in colorful plastic rolls and molded plastic case. The 13 bit roll set is a new addition to the Irwin line and retails at \$9.75 each. For more information—

Write in No. 797 on card, Pg. 107

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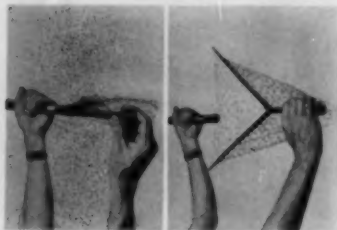
World's Largest  
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Brass Padlocks

LOCK CO. LANCASTER, PA.

# MARSHALLTOWN TROWELS

## Pop-Out Fishing Net

A collapsible landing net that fits securely in the rod handle is being offered to the trade by Langley Corp., 310 Euclid Ave., San Diego 12, Calif. Two new Langley spinrods and two flyrods are equipped with the Pop-Out Net.



Langley's new line of 23 tubular glass fishing rods supplements its complete line of spinning and casting reels. For more information—

Write in No. 798 on card, Pg. 107

## Maintenance Products

The Gibson-Homans Co., Cleveland, Ohio, is introducing the Handi-Family, a complete line of protective maintenance products available under one self-selling label design. The new design label is orange and blue.

Products include Handi-calk with Stop-Flo, a convenient no-mess, no-waste calking method; Handi-calk Guns and Knife Grade Calking Compound; Handi-glaze Elastic Glazing



Compound; Handi-putties; Handi-gard Fibred and Non-Fibred Roof Coatings; Handi-gard Plastic Roof Cement; Handi-gard Aluminum Non-Fibred and Fibred Roof Coating and Paint; Handi-gard Foundation Coating and Handi-gard Silicone Coatings with Handi-calk Drop-in Calking Guns. For more information—

Write in No. 799 on card, Pg. 107

## Automatic Griddle

An Automatic Griddle featuring a removable heat control unit is introduced by the Sunbeam Corp., Chicago, Ill.

Designed for any grilling need, the griddle's triangular-shaped heating element is said to give greater efficiency and more even heat distribution. Its family-sized surface will cook 15 large hamburgers at one time. Grillguides on both handles give the recommended temperatures for preparing foods. The appliance is completely immersible in water, with the control removed.



The compact, Removable Control Unit has a thermostat, a dial for setting temperature, and a signal light. It is fully interchangeable with any of the Sunbeam line of removable control appliances, including the Automatic Electric Frypan, in medium and large sizes, and the 3-quart Automatic Electric Saucepan.

A vented metal cover is available to give the griddle greater usefulness. Cool bakelite feet let the user cook wherever she wishes. For more information—

Write in No. 800 on card, Pg. 107

For information on  
DEALER SALES AIDS  
See page 89

## Residential Locksets

The 5280 line of residential locksets is announced by the Yale & Towne Manufacturing Co., White Plains, N. Y.

To simplify installation time, the basic construction of the 5280 locksets consists of only three pre-assembled units, an outside knob and rose, an inside knob and rose, and a latch case.



Other features include the following: The lock front, which has flexing to permit easy application on bevel doors, requires no mortising. The 5280 locksets are completely reversible for right or left hand doors opening in or out and the change from one to the other is accomplished by merely reversing the latch case. The locking button is automatically released when the knob is turned, and the turn button indicates by its vertical or horizontal position whether the door is locked or unlocked.

The boring and backset installation dimensions of the 5280 series are completely interchangeable with those of Yale 5207 and 5237 locksets and 5300 series locks.

In addition to the Litchfield and Brandywine designs available previously, the 5280 series is available in the new Medwood design which features a square rose and a functionally designed knob. All three designs in the 5280 series are available in brass, bronze, aluminum and chromium plate on brass. For more information—

Write in No. 801 on card, Pg. 107

ALWAYS SELL GENUINE

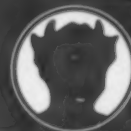
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<p>A175, 176</p>	<p>A177, 178</p>	<p>Glass Cutter Packaging &amp; Display</p>	<p>A8</p>
<p>170</p>	<p>#22</p>	<p>CS1</p>	<p>A9</p>
<p>A5</p>	<p>A19</p>	<p>A20</p>	

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# INFORMATION CENTER



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Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

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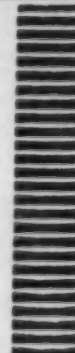
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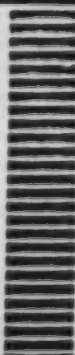
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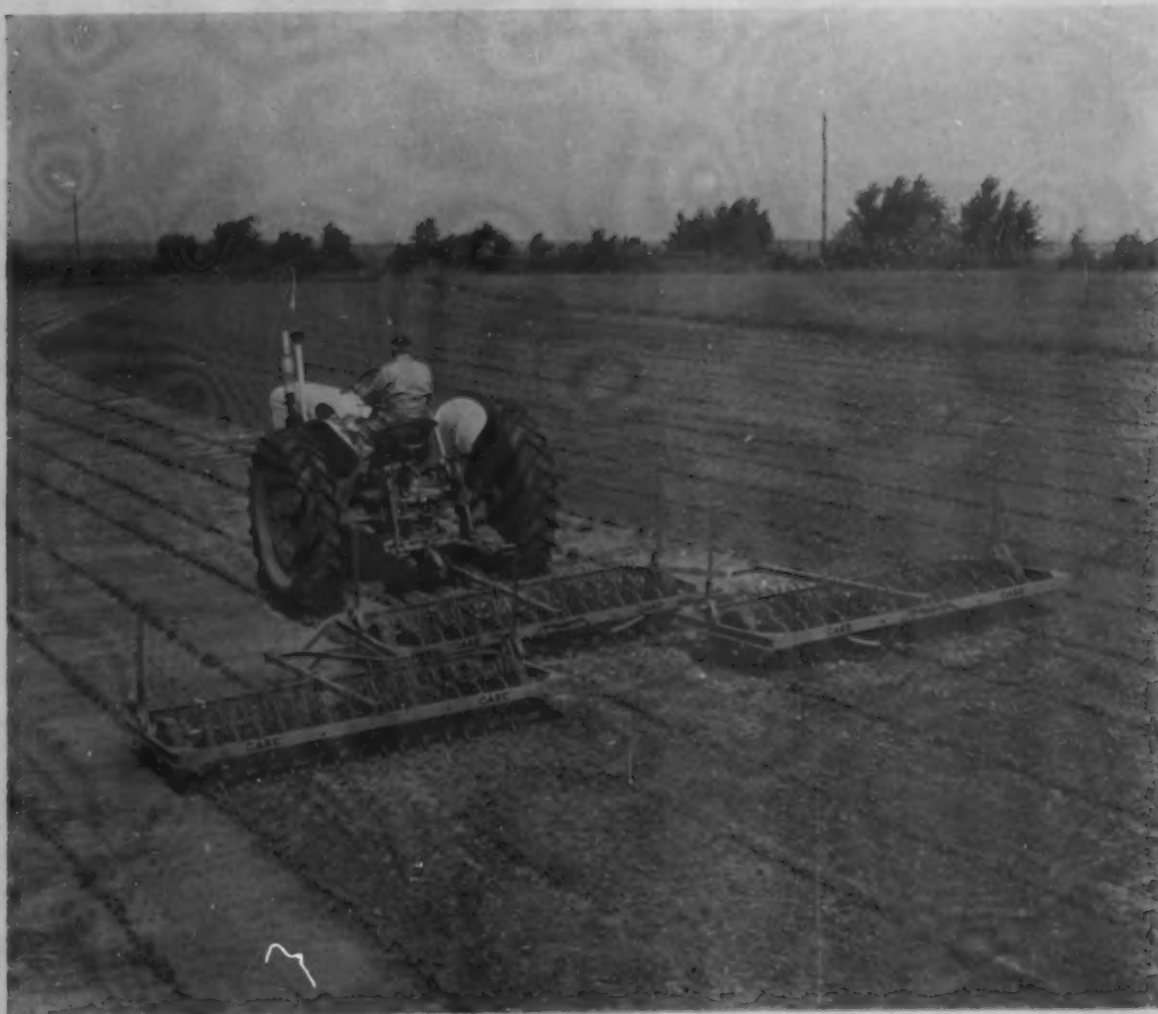
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# *Southern* **Farm Equipment**





Saves leaves, time, energy!

## New Super Hayliner 68—the baler with the “1-2” Sales Punch!

**FLOW-ACTION** has proved to you that farmers recognize—and buy—advanced engineering features that save time and simplify their work. In '59, Flow-Action has been further improved to give your customers still better, still firmer bales filled with nourishing leaves. And new improved Flow-Action is a big selling feature of the new Super Hayliner 68!

The other big Super “68” sales news for next year is New Holland's *exclusive* Baler Control Center. Now, right from the tractor seat, the farmer can shift from transport to operating position . . . move the pick-up up or down!

Engine models of the Super “68” give the

farmer complete mastery of the baling operation . . . let him regulate throttle speed, engage or disengage the engine, shift the drawbar and pick-up positions—all from the tractor seat!

The Baler Control Center saves the farmer time . . . saves his energy, because he doesn't have to keep jumping on and off the tractor.

What's more, the new “68” is newly styled to sell big, with a streamlined, years-ahead look and a handsome color scheme. Order your Super Hayliner 68's *now*, and qualify for New Holland's maximum total of generous terms and discounts. New Holland Machine Company Division of Sperry Rand Corporation, New Holland, Pa.

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# BUSINESS BRIEFS

## Re-Tiring Down on the Farm

Current sales of agricultural tires tend to chase away any lingering doubts that the farm recession is now a bad dream of the past. Farmers are buying replacement tires for their equipment at a rate that promises to make 1958 the biggest farm tires sale year since 1947. Industry shipments of 1,000,000 units in the year's first six months were a solid 21% ahead of the 1957 period. The B. F. Goodrich Co. reports that farm tire replacement shipments are now estimated to exceed 1,700,000 units in 1958 and may pass the 1,739,000 shipped in postwar 1947. This will top 1957's total replacement sales of 1,541,000 by a big margin. Peak year was 1946 when farmers bought 2,395,000 agricultural tires.

## Impact of the Soil Bank

Like many another piece of farm legislation aimed at solving the problem of surpluses, the Soil Bank has been both praised and condemned. To find out just what effect the program has had in the Southeast, the Federal Reserve Bank of Atlanta asked district banks to indicate those businesses which have suffered most from farmers' participation in the Soil Bank Acreage Reserve. As no surprise at all, farm machinery dealers were among the four lines of businesses listed most frequently as suffering most. Hardware stores were about mid-way in the list between those suffering most and least. In the number of businesses closed as a result of farmer participation in the acreage reserve program, those reported most frequently by banks were cotton gins, followed immediately by farm machinery dealers. As to how farmers will use their 1958 soil bank payments, the reporting banks indicated that purchases of farm equipment was prominent in farmers' plans.

## The Farmers' Bargain

In a recent address to members of Southern Farm Equipment Manufacturers, Inc., R. S. Stevenson, president of Allis-Chalmers, hammered home the point that farm machinery continues to be one of the farmer's biggest bargains. "Taking 1947-49 as a base," Stevenson said, "the last index (of the Bureau of Labor Statistics) shows that farm equipment prices, as they stand today, have risen 38.3%. But during this same period of time, and using the same base years, we calculate at our plant that the weighted average of steel prices has gone up 70%. The cost of an hour of labor in our organization—the type required to produce farm equipment—we calculate has gone up 93%. These figures show that (the industry) is doing a good job in holding the price line."

## Dairying Facts

Dairy farmers now sell only about 10% of their total milk in the form of separated cream. Workers today spend 129 hours a year per cow with a 10-cow dairy herd, but only 80 hours a year per cow with a 3-cow herd. Labor-saving devices in use in the larger herds make the difference.



## FACTS AND TRENDS

### ► Farm Income

Farmers received 16.6 billion dollars from marketings in the first 7 months of 1958, 11% more than last year. Prices averaged 7% higher and the volume of marketings was 4% larger. Cash receipts from livestock and products of 10.6 billion dollars were 11% more than in the same period of 1957, mostly because of larger receipts from cattle, calves, hogs, eggs, and broilers. Crop receipts totaled 6.0 billion dollars, up 12% due to gains in receipts from wheat, corn, citrus fruits, and potatoes.

### ► Factory Production

In April, factory production reflected the upturn in farm income. The value of shipments of farm machinery, equipment, and wheel-type tractors in that month was up 70% in comparison with the average monthly value of shipments for the 24-month period, January 1954-December, 1955.

### ► Commodity Highlights

Corn is estimated at 3.5 billion bushels, second highest production on record and 11% above average . . . hay production is estimated at 116 million tons, only 5% below last year's big crop, topping the average by 10% . . . all wheat, at 1.4 billion bushels, is a new record, 27% above average . . . production of oats is 3% above last year and 4% more than average . . . peanut crop is estimated at 1,657 million pounds, 15% over last year's production . . . tobacco production, though 4% higher than in '57, is 19% below the 1947-56 average.

### ► Farm Prices Paid

Prices paid by farmers held relatively stable during the summer months. Prices of items used in farm production changed little along with prices of items used in family living. Farm prices received edged up slightly in July then declined a bit in August. Exceptions were higher prices for cotton and seasonal increases for dairy products.

### ► Soil Bank

The Conservation Reserve program will be the only part of the soil bank operating in 1959. Covering periods of several years, conservation reserve contracts are not restricted to land growing allotment crops. In '59 rental payments will be higher, averaging \$13.50 as compared with \$10 in 1958. An additional 10% is given where all eligible cropland is placed under contract for 5 years. Meanwhile, the Federal Reserve Bank of Atlanta reported that a recent survey of member banks disclosed that businesses suffering most from participation in Soil Bank Acreage Reserve Program were fertilizer manufacturers and dealers, cotton gins, seed and feed dealers, and farm machinery dealers. In the list of businesses forced to close as a result of the program, farm equipment dealers were second in number of closings.



# NEWS HIGHLIGHTS

## Ford Announces New Line of Industrial Tractors

AN ENTIRELY new line of Ford industrial tractors and matching loading and digging equipment has been revealed by Tractor and Implement Division of Ford Motor Co. Announcement also is made that a separate industrial franchise will be available to new and existing dealers.

half million organizations can be considered as prospects for this equipment."

Details of the equipment will not be made public until dealers can be supplied, Hill said, although it was noted that the new tractors are already on the production line at Ford's Highland Park, Mich.

Because purely industrial equipment requires different types of service facilities, parts stocks, and

trained manpower from farm equipment, the Division is putting into effect, through its distributors, a new industrial sales agreement, L. E. Dearborn, general sales manager, said. Industrial dealers will be located at strategic points across the U. S., Canada, Cuba, Mexico, and the Hawaiian Islands, he added.

The general-purpose tractors and present implements offered by all Ford tractor dealers will continue to be sold through those channels, Dearborn said.



Merritt D. Hill

Merritt D. Hill, divisional general manager, was joined by sales officials and engineering personnel in presenting the equipment recently to the Division's distributors and key dealers.

"This market exists almost everywhere one looks," Hill said, "the supermarket parking lot where a tractor and broom clear dirt and snow, the builder digging a basement foundation or landscaping a housing development, the public utility moving its coal supplies. We have counted more than 100 distinct classifications of industries where our present equipment is used. Approximately one-

## New Officers of SFEM



Meeting at Lookout Mountain, Tenn., September 3-5, members of Southern Farm Equipment Manufacturers, Inc., elected these officers for the ensuing year. Front row: C. C. Mullen, Rome Plow Co., the immediate past president who was named vice-president and treasurer; Toombs Howard, Columbus Iron Works, president. Back row: Directors, Dan Stephens, King Plow Co., Elmer Dickson, Alexander Mfg. Co., and C. W. Bellows, Athens Plow Co. Missing from the picture is Director Leon Jones, Bush Hog Mfg. Co.

## Oliver Corp. Elects Hecker President

CARL L. HECKER recently was elected president of The Oliver Corp., a position relinquished by Alva W. Phelps, who has been both president and chairman of the board of directors.

Phelps, who will continue to hold the positions of chairman of the board and chief executive officer, recommended the change to the directors of the company at a meeting in Chicago recently.

The board also elected B.



Hecker

Haugen

Haugen, vice-president and treasurer, to serve as chairman of its newly created financial commit-

tee. He has been Oliver's chief financial officer since 1941. Others named members of the committees are Joseph D. Oliver, Jr., Samuel W. White, Sr., John R. Covington, and Hecker.

## CONVENTION DATES

**National Retail Farm Equipment Association**, October 13-16, Sheraton-Jefferson Hotel, St. Louis, Mo. Executive Director, Paul M. Mulliken, 2340 Hampton Ave., St. Louis 10, Mo.

**Alabama**, Nov. 20-21, Thomas Jefferson Hotel, Birmingham, Ala. Secretary, F. A. Kummer, Box 630, Auburn, Ala.

**Carolina**, Jan. 25-27, Hotel Wade Hampton, Columbia, S. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

**Deep South**, Nov. 29-30, Hotel Monteleone, New Orleans, La. Secretary, John J. Crawford, 1407 Murray St., Room 206, Alexandria, La.

**Florida**, Nov. 7-9, Ft. Harrison Hotel, Clearwater, Fla. Secretary, Allen Hutchinson, Box 3066, Orlando, Fla.

**Georgia**, Dec. 1-2, Dinkler-Plaza Hotel, Atlanta, Secretary, Joe F. Pruett, 550 Riverside Drive, Macon, Ga.

**Kentucky**, Nov. 13-14, Kentucky Hotel, Louisville, Ky. Secretary, Ernest L. Clark, 628 S. 6th St., Louisville 2, Ky.

**Mar-De-Va**, Feb. 16-18, Emerson Hotel, Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

**Mid-South**, Jan. 19-20, Hotel Peabody, Memphis, Tenn. Secretary, Thad Carraway, Chisca Hotel Bldg., Memphis.

**Mississippi Valley**, Dec. 9-10, Sheraton-Jefferson Hotel, St. Louis, Mo. Secretary, W. E. Parsons, 220 Sheraton-Jefferson Hotel, St. Louis, Mo.

**Oklahoma**, convention and exhibit, Feb. 22-24, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

**Texas**, Jan. 11-13, Statler Hilton Hotel and Memorial Auditorium, Dallas, Texas. Secretary, Ray M. Souder, 1108 Gibraltar Life Bldg., Dallas, Tex.

**Tri-State**, Feb. 8-10, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

**Virginia**, Feb. 1-3, John Marshall Hotel, Richmond, Va. Secretary, David Raine, Suite 6, Mutual Bldg., Richmond, Va.

## BE SURE of EASIER PROFITS with EZEE FLOW.

NO Surer PROFITS ARE BUILT INTO ANY OTHER FERTILIZER SPREADER

Over 500,000 SATISFIED EZEE FLOW USERS



MODEL 1208 — For large acreage farms. Covers full 12 ft. strip. Hopper capacity up to 2,400 lbs.



MODEL RW 35 — For orchards and vineyards. This rear wheel, 5-ft. model is perfect for spreading between rows.



MODEL EW 55 — For use on small acreages with light garden tractors. Special EW "35" Olympia available for close working on turf areas.



MODEL SD-50A — Rear mounted, side dressing unit for Ford and Ferguson tractors.

MODELS 1208 & 888 — 10 ft. and 8 ft. widths. Popular on average size farms. Special "88" Olympia available for large turfed areas.

### EZEE FLOW SPREADERS ARE...

- ✓ EASIER TO SELL—8 out of 10 spreaders sold are EZEE FLOW... They are Pre-sold with national advertising.
- ✓ EASIER TO SERVICE—requiring less costly field service.
- ✓ EASIER TO HANDLE—reaching you 90% assembled so your gross profit is your net!

EZEE FLOW is America's No. 1 spreader... built with quality and features that out-perform and outlast all other spreaders.



### Now EZEE FLOW SALES Are Even EASIER

This nationally advertised SOIL TEST KIT available to your customers with each EZEE FLOW spreader for only \$1.98 (reg. \$15.95 value). WRITE TODAY for complete information.

**EZEE FLOW Division** *AVCO* Distributing Corporation  
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Division of the Buffalo-Eclipse Corporation  
PROPHETSTOWN, ILLINOIS

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A name familiar for generations

# Eclipse Wasp

## CHAIN SAWS

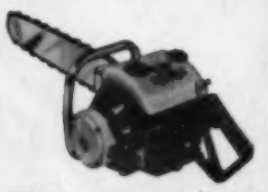
The Wasp Chain Saw is made and backed by ECLIPSE — for over 50 years manufacturers of America's finest power-mowers — a nationally-known consumer brand name. Proven by timbermen in America's largest forests, the Eclipse Wasp wears longer, has 50% fewer operating parts.

as low as  
**\$154.95**  
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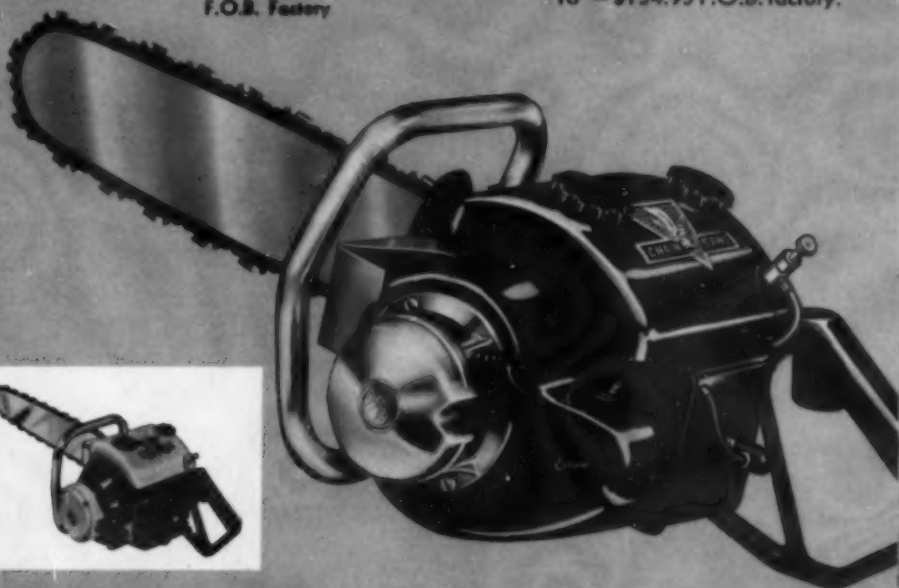
**MODEL 700**—3½ H.P. 4.70 cu. in. displacement. Float-feed carburetor. With 16", 20" or 24" bar and chain. 16" — \$154.95 F.O.B. factory.



**MODEL 800**—4 H.P. 4.70 cu. in. displacement. Fuel injection carburetor. With 16", 20", 24" or 30" bar and chain. 16" — \$179.95 F.O.B. factory



**MODEL 1100**—6 H.P. 9.1 cu. in. displacement. Fuel injection carburetor. 16", 20", 24", 30" or 36" bar and chain. 16" — \$229.95 F.O.B. factory



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**THE ECLIPSE LAWN MOWER CO**  
Division of the Buffalo-Eclipse Corporation  
Prophetstown, Illinois



# Industrial Buyers Shore Up Sales

By Ross L. Holman



Servicing industrial equipment during dull farm seasons has meant year-round profit for Midstate Tractor & Equipment Co. of Nashville, Tenn., eliminating lay-off for this shop man, who keeps in trim on an item in for periodic service

**O**NE GOOD way to stimulate sales during dull seasons is to find customers who use machines the year 'round.

That's what Midstate Tractor & Equipment Co. of Nashville, Tenn., does. It sells a sizable chunk of its horsepower to industrial buyers.

Consider, for example, a few industrial users of tractors. During every season of the year the building contractor keeps on contracting, the landscaper continues landscaping, and the plumbers keep plumbing. These and others must keep their gasoline power working, regardless of time or weather.

Said Midstate's G. G. Oman: "The average farm tractor is in use 500 hours a year. The average industrial tractor works 4,000 hours a year. This means that the latter needs replacement and servicing throughout the year. Our industrial trade keeps our salesmen and shop men profitably busy throughout what would otherwise be dull seasons."

Midstate has been in business 10 years, operated by Oman and C. A. Bass. Located on the outskirts of Nashville, these dealers have found both city and farm trade profitable areas for development. In fact, while the tempo has slowed down a little because of tighter money,

every section of the country is engaged in an era of construction.

"These industrial buyers are good pay," said Oman. "Most farmers who buy on time have to wait several months until crop harvest or livestock is ready for market before they can go beyond the down payment. The average industrial user pays on a monthly basis and can start payment immediately. His income is coming in all the time."

One of Midstate's plumber customers buys two new tractors a year. Each sells for more than the average farm tractor. It must have higher-priced tires, more costly

clutch, front axle, transmission, and differential. Yet, despite higher price and greater durability this buyer's machines get such a strenuous work-out, he needs annual replacements and year - 'round servicing.

Plumbers, like other industrial users, not only buy tractors, but backhoes, scoops, loaders, and material buckets for their operations. They have pipelines and sewer lines to lay, both of which require ditches. They have septic tanks to install. These operations call for



An important factor making the industrial market so enticing to the implement dealer is the increasing labor cost, and Midstate Tractor finds that salesmen who work up convincing comparative figures for prospects sell more equipment than others. At right, a firm salesman points out to an interested prospect specific merits of an industrial scoop



In the picture above an operator drives away from the Midstate Tractor & Equipment Co. with a newly-purchased tractor equipped with loader and backhoe. For C. A. Bass, shown at right, such sales have contributed important volume to the business

special tools, and Midstate is prepared to supply them.

The salesman, of course, according to Oman, must learn to talk plumber's language and to help solve his problems. Midstate has two field sellers, in addition to Bass and Oman, to contact industrial trade.

One factor that has made the industrial market so enticing to the implement dealer is the increasing cost of labor. "We have one general contractor now," said Oman, "who is a mighty good customer and buys regularly. When we first began canvassing him some years ago he laughed at us. He attempted to show us that he could hire hand labor and use hand tools more cheaply in doing subdivision grading than he could buy and maintain our mechanical tools for the same work.

#### **Sells Additional Machines**

"He had a \$30,000 outfit to do the heaviest grading and leveling, but used hand labor on the small jobs. As laborers demanded more for their time, we finally convinced him that he could save money by supplementing his \$30,000 machine with smaller types to get into close places and do jobs which the larger equipment couldn't touch," Oman continued.

"For example, I showed him a \$6,000 machine that could operate more economically on some grading jobs and pay for itself in what

it saved. At a fifth of the purchase cost, it would do 60 percent as much grading per hour as the equipment, requiring only one operator, instead of the two necessary on the bigger outfit. The salesman who can work up convincing comparative figures like these will sell the most.

"If the prospect has an old tractor, backhoe, or loader that can be profitably replaced with an improved machine, the first thing to do is to get accurate figures on what he can save and then go after the sale," he emphasized.

Practically all big manufacturers of farm implements now have industrial divisions. Dealers of most brands can add an industrial line without hunting a new supplier.

In many cases, however, the manufacturer or distributor tries to avoid granting franchises to the same dealer for both lines. But in many localities where construction is booming, over-all business does not justify two expensive dealerships. Regardless of location, however, few suppliers turn thumbs down on a farm or industrial dealer who sells what they supply.

In any town where new subdivisions are being graded—involving waterlines, septic tanks, excavations, dirt moving, and like activity—industrial machines can be of help.

Oman and Bass find that most industrial users want diesel tractors. They say the average user

can save enough on diesel fuel during the life of the machine to pay the difference in cost between a gasoline tractor and a diesel.

They have found good prospects among nurserymen, who do lots of landscape gardening—a good market for tillers, backhoes, hole diggers for plants, scarifiers, etc. Grave diggers comprise another good market for tractors and rotary mowers to cut weeds. Also grass mowers for golf links. City park commissions buy many special power mowers to keep parks in trim.

#### **"Peckerwood" Farmers**

In addition to regular industrial buyers, Oman and Bass find a good field for development among what they call "peckerwood" farmers. These are part time farmers who usually own small acreages, but earn part of their living on part time jobs in surrounding industries. "These men are all good pay," Bass explained. "They pay for their implements by the month. You would be surprised how many uses they find for power machines. They buy more than full-time farmers, because every labor-saving implement gives them more time for wage-earning jobs off the farm."

"Peckerwood" farmers with big families, they say, are the best prospects. Usually the older boys and girls, and sometimes the wife, have off-farm jobs. This gives the  
(Continued on page 129)

# \$1,000-A-Month Plus from Irrigation Tubes

By C. Thomas



A "most happy fella" is President Geo. Holmack of the Frontier Implement Co., El Paso, Texas, whose line of aluminum irrigation tubes is accounting for important volume. Tube sales are credited to the parts department

**F**RONTIER Implement Co. of El Paso, Texas, recently had a field day handling a line of aluminum irrigation tubes.

Within the first two months of their introduction, sales surpassed \$2,300, and without any added sales expense. And the secret here was the fact that Parts Manager Neff Ruelas sold them off the floor to his parts customers.

There was some hesitancy at first about handling irrigation tubes on the part of Company President George Holmack, who learned of several inferior lines available in the area, each of which were being sold at promotional prices.

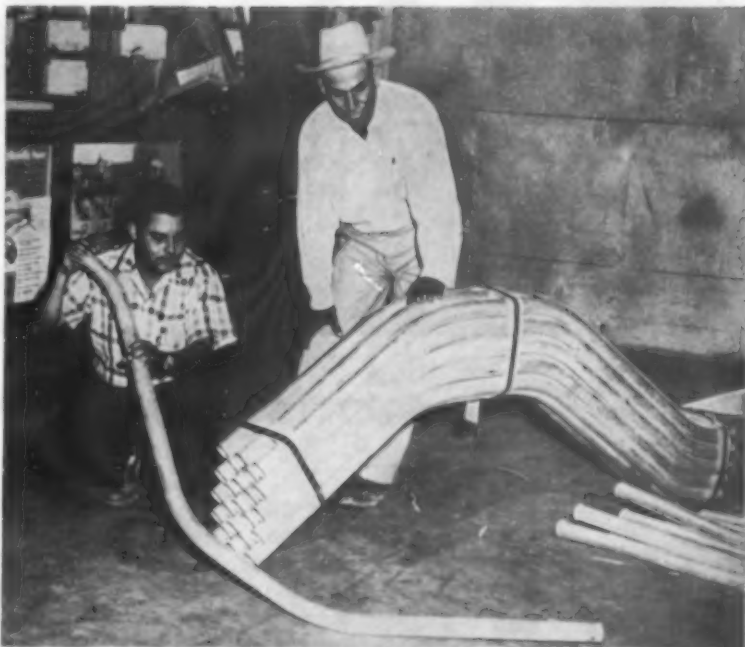
Holmack, cautious about taking on price-cut lines, prefers to stay with quality and sell on the theory that the buyer gets no more than he pays for.

Finally, it was decided to venture, and the line of tubes was stocked.

Busy with sales and demonstrations in the field, Holmack's regular salesman found that he had no time for such things as irrigation tubes, so it was left to the parts manager to start things moving.

Although Ruelas is considered a good salesman, he understandably could not start a "sales pitch" cold. And to overcome the situation, he displayed a bundle of the alumi-

(Continued on page 128)



The versatility of the lightweight aluminum irrigation tubes is easily demonstrated on the shop floor by Parts Manager Neff Ruelas, who above, left, shows a customer how to prime a tube, using a bundle of tubes to represent the ditch bank. At right, he flops the tube over to indicate how it will lay over the bank when it's ready to go



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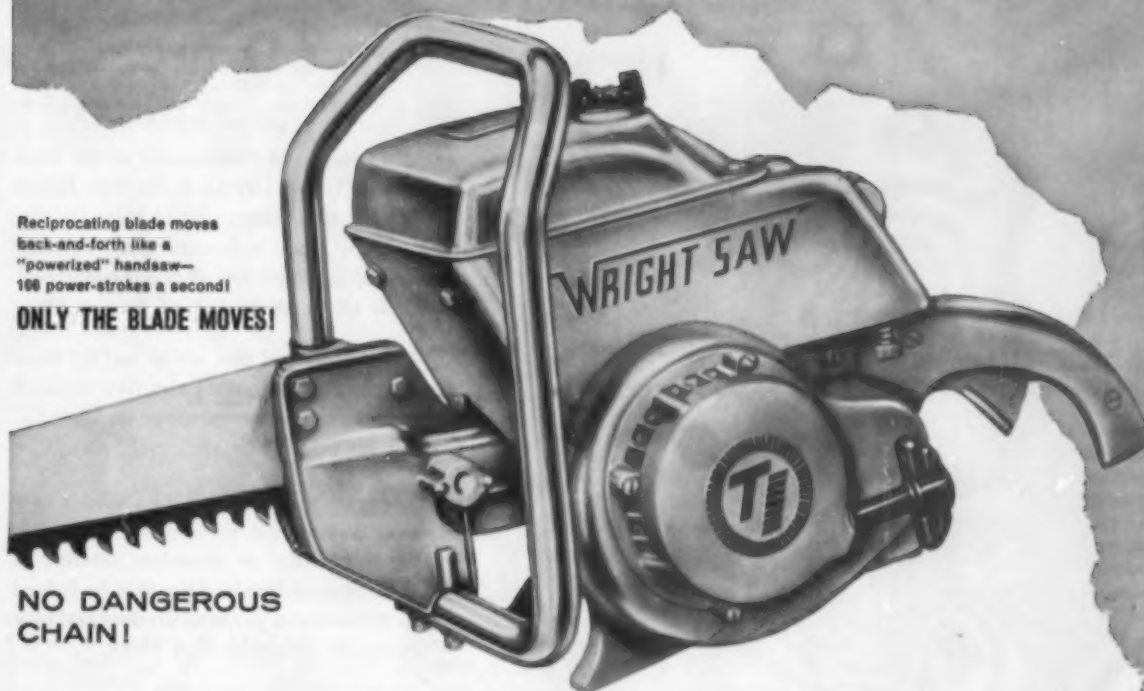
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## A trainee taught us some ABC's



At a briefing of trainees one of the boys asked: "Can I buy U. S. Savings Bonds through the Company and have my deductions made automatically?" Frankly we had assumed that all of our employees knew all about the Payroll Savings Plan.

As a matter of fact, we've had the Plan in operation here for years. We decided to make sure that *everyone* on our payroll got full information, right away.

Our State Savings Bond Director saw to it that we got a full stock of promotional material to stimulate interest in U. S. Savings Bonds. After that he helped us to conduct a personal canvass and give everyone an application blank.

What happened next was surprising. Our employee participation jumped to a really substantial percentage. When our people had all the facts they were glad to gain the security that U. S. Savings Bonds offer them.

Today there are more Payroll savers than ever before in peacetime. Your State Director will be happy to help you install a Payroll Savings Plan or build enrollment in one already existing. Look him up in the phone book or write: Savings Bonds Division, U. S. Treasury Dept., Washington, D. C.

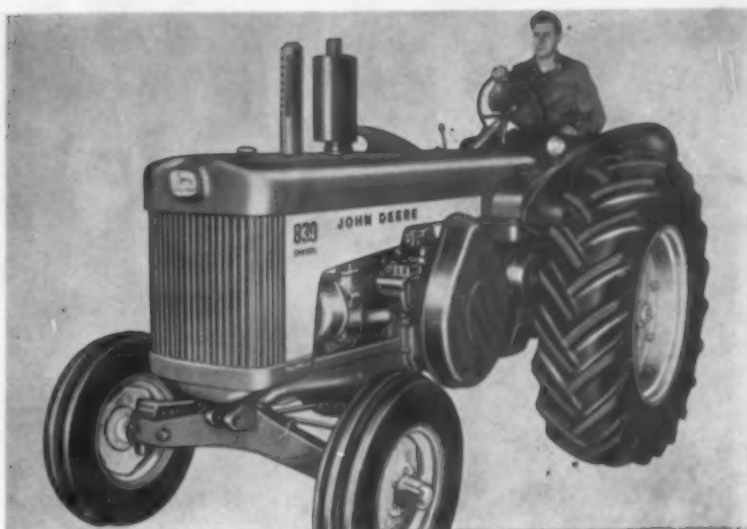


# SOUTHERN HARDWARE



THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTIC DONATION, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

The 830 Diesel is a 6-plow tractor offering more than 75 belt horsepower for handling the requirements of large-acreage grain and rice growers. This tractor is said to have outstanding fuel economy. It is available with a choice of gasoline engine starting or new electric starting



## Deere's New "30" Series

A COMPLETE new line of agricultural tractors is being introduced by John Deere, Moline, Illinois. Designated as the "30" Series, these tractors are available in six power sizes and 30 basic models. These include the 1-2 plow "330" Series, the 2-3 plow "430" Series, the 3-plow "530" Series, the 4-plow "630" Series, the 5-plow "730" Series, and the 6-plow "830" Diesel.

The line includes general-purpose models for one- through 6-

row operations, heavy-duty standard models for grain and rice growers, Hi-Crop models, Utility models, plus a Crawler tractor in 4- and 5-roller models. According to the company, these tractors can be furnished with many features and attachments, enabling any farmer to choose a model that is just right for his particular operation.

In addition to their new styling, these tractors offer many new features that make these new "30"

Series Tractors easier and more convenient to operate. Such major John Deere tractor features as Advanced Power Steering, versatile hydraulic system, 3-Point Hitch with exclusive Load-and-Depth Control, "Live" Powershaft, the Float-Ride Seat have been carried over from previous models.

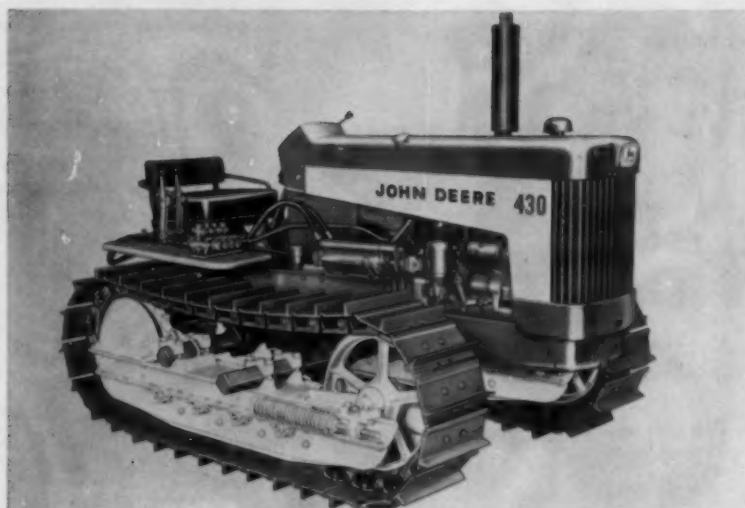
The six power sizes in the new John Deere line are as follows:

The 330 Series. Lowest priced of the new "30" Series, these tractors offer modern 1-2 plow power with advanced work-saving features. The "330" Standard is ideal for one-row planting and cultivating; it handles the complete farming job on smaller acreages. The low-built "330" Utility Tractor is especially suited for orchard, grove, and vineyard work, haying, hauling and light tillage. Single Touch-o-matic hydraulic system, standard 3-point hitch with Load-and-Depth Control, and ASAE-SAE drawbar are regular equipment on the Standard, and optional on the Utility model.

The 430 Series. These 2-3 plow Wheel-Type Tractors are available



The 2-3 plow tractors in the 430 series are available in several models, all of which are available with gasoline or oil-fuel engines



The 430 series also includes this 3-4 plow crawler tractor, available in 4- or 5-roller models. A heavy duty three point hitch is available

in several models to handle every job on many farms, or serve as second tractors on larger acreages. They provide advanced features for time-gaining, work-saving operation, with low costs all the way, it was stated. The new full-view slanted instrument panel groups all dials for reading at a glance. Modern Touch-o-matic provides easy-working control of hydraulic power. The 3-point hitch handles all makes and types of standard equipment. Among optional features are power steering, power-adjusted rear wheels, 5-speed transmission, and continuous-running power take-off. New Float-Ride Seat and new heavy-duty fenders are available for the "430" Tricycle and Row-Crop Utility Tractors—the versatile general-purpose models that handle 4-row planting and cultivating jobs. The "430" Series also includes the Standard model, specially made for precision one-row cultivating; the extra low-built Utility, ideal for haying, hauling, orchard, grove, and vineyard work; and the Hi-Crop and Special models, for tall, bushy, and high-bedded crops. All are available with gasoline, or all-fuel engines. All except the Hi-Crop and Special models can be furnished with LP-Gas engines.

Besides the wheel-type tractors, the "430" Series also includes a

3-4 plow Crawler available in 4- or 5-roller models. These versatile tractors can handle a wide range of drawn, mounted, and PTO equipment, for farming, logging, orchard and grove work, earth-moving, loading, and so on. A heavy-duty 3-point hitch is available.

The 530, 630, and 730 Series. These powerful tractors offer many new comfort and convenience features. They are said to be easier to mount, easier to shift, and are quieter running. The 3-plow "530" Tractor offers more than 38 belt horsepower; the 4-plow "630" offers more than 48 belt horsepower, and the 5-plow "730" Tractor develops more than 58 belt horsepower. All three models can be furnished with gasoline, LP-

Gas, or all-fuel engines; the "730" also is available with the same Diesel engine that set an all-time tractor fuel-economy record in official tests.

Brand-new fenders with dual lights are available on all three models. These lights are ideal for night work, for highway travel, and are particularly effective when used with four- and six-row cultivators. The lights project brilliant beams ahead of the tractor and also flood the cultivator and immediate work area. The fenders offer greater protection from dust, dirt, and mud and provide a convenient handhold that makes mounting the tractor easier.

The instrument panel has been divided into two lighted sections with all gauges conveniently grouped for easier reading. The steering wheel has been slanted for greater operator comfort. Brake pedals are longer; provide greater leverage for easier operation. A brand-new muffler greatly reduces engine sound. Hydraulic controls can be located on either side of the seat as preferred. Push-button starting is another new convenience feature.

Advanced Power Steering, Custom Powr-Trol, Universal 3-Point Hitch, Independent Power Take-Off, Roll-O-Matic "knee-action" front wheels, Power-Adjusted

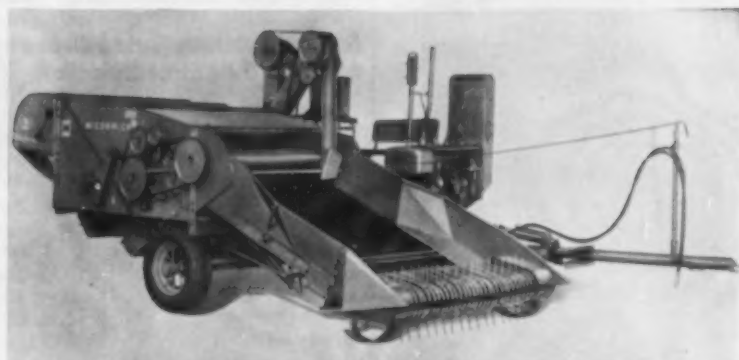
(Continued on page 129)



The 5-plow 730 tractor develops more than 58 belt horsepower. It is available with gasoline, LP gas or all-fuel engines



# NEW EQUIPMENT.....



## McCormick No. 76 Peanut Special Is Announced

THE MCCORMICK No. 76 Peanut Special harvester-thresher for combining Dixie Runner and Spanish peanuts is announced by International Harvester Co. While retaining many of the features of the company's regular McCormick No. 76 Harvester-Thresher, the Peanut Special is designed solely for the job of harvesting peanuts.

The straight-through, full-width design from front to rear is to assure separation and thorough cleaning of heavy two- or four-row windrows. Open grates, located at six places in the machine, eject dirt before peanuts are delivered to the sacker.

Sealed-for-life bearings and greaseless rubber bushings are used wherever dirt and grit might cut and ruin ordinary pressure-lubricated bearings. Low 264 to 453 rpm cylinder speed and slow elevator speed keeps crackage to a minimum.

The spring-tooth cylinder, spring-tooth open-grate concave, and rubber-bladed beater behind the cylinder in the No. 76 Peanut Special strip nuts from the vines with as little crackage as possible. At the same time, the spring-tooth cylinder assembly handles roots, stones, and other debris without injury to the cylinder.

Other features include a large bagging platform, foot lever-controlled sack chute, and wide-mouth bagging hopper, all designed for heavy yield operations.

The No. 76 can be pto-driven by any three-plow or larger tractor with standard pto, or it can be equipped with a 30 hp four-cylin-

der engine where the combine is to be used with smaller tractors.



## John Deere Offers New Side-Delivery Rake

THE 896 Side-Delivery Rake, with an extra-long right-angle reel to provide greater capacity for both hay and bean growers, is announced by John Deere, Moline, Ill.

For hay growers, the rake handles 9-ft. mower swaths, moving the entire swath. For bean growers, the 896 is especially adapted to raking eight 30-in. rows into one windrow, with two rake passes, in

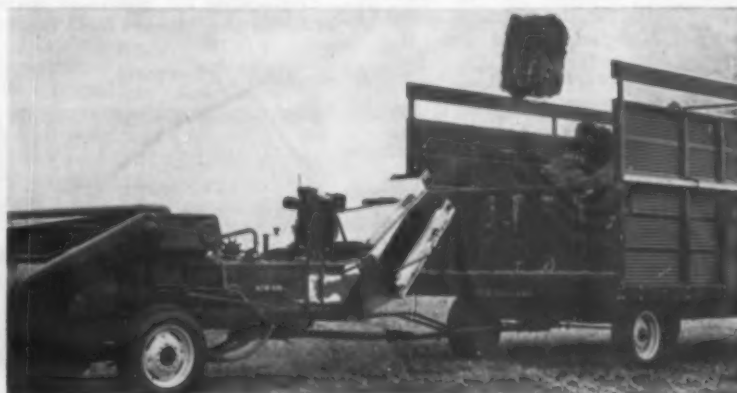
areas where this is standard practice.

It is a semi-integral rake. Ground drive assures correct reel speed in relation to ground speed at all times, the company states. The 896 also features reel-and-wheel-in-line design, floating reel, curved teeth, wide tooth-pitch range, and universal-joint-type reel ends for flexibility and low maintenance.



Complete optional and special equipment is provided in the hydraulic lift, automatic clutch, slow reel-speed sprocket, fifth tooth-bar attachment, traction implement tires, dual wheels, and front caster-wheel assembly for use as a pull-type rake.

## New Holland Develops Bale "Pitcher"



With the speed and accuracy of a "20-game winner," New Holland Machine Co.'s automatic bale thrower pitches a hay bale from baler to wagon. The thrower, now in an experimental stage, was exhibited for the first time recently at the National Plowing Contest in Hershey, Pa. It is controlled from the tractor seat by means of a throttle; the farmer merely aims and fires bale into the wagon. The thrower is engine driven and attaches to the discharge end of the baler's bale chamber. The unit handles various kinds of hay bales up to 32" in length. The bales are carried over two high speed belts, the "pitching arm" of the thrower



### Speedline Offers New Dual Hook-Up Carrier

A NEW DUAL hook-up and carrier arrangement now makes it possible to combine two Speedline Scrape-A-Planes for a 21-ft. finish width as well as providing fast, efficient road transport for the combination, according to the Speedline Implement Manufacturing Co., Las Cruces, New Mexico.

The Speedline ID213 Dual Hook-up Carrier enables an operator to use two Scrape-A-Planes either individually or as one 21-ft. leveling unit. The Dual Unit is said to have a capacity of from eight to 12 acres per hour depending on ground conditions and horsepower used. It can be raised to the carrying position either manually or hydraulically and takes up less than 10 feet of road space.



### Henry 900 Tractor Shovel Built for Fordson Major

A NEW TRACTOR shovel, built specifically for the Fordson Major tractor, is announced by the Henry Manufacturing Co., Inc., Topeka, Kansas. Designated as the Henry 900 Tractor Shovel, it features a self-leveling bucket and bucket position indicator.

Through the strength of solid steel lift arms, the Henry 900 has a breakaway capacity of 5,000 pounds and a lifting capacity of 3,000 pounds to a full height of nine feet.

Maximum tilt back of its bucket is 25 degrees, while the bucket's maximum dump angle is 50 degrees. With the bucket at a 40 degree dump angle at nine feet, the Henry 900 has a reach of 33 inches.

Lifting is powered by two lift cylinders having a bore of 3½ inches, a stroke of 30 inches, and chrome piston rods of 1¾ inch diameters. Two bucket cylinders



with a bore of three inches, stroke of 22 inches, and chrome piston rods of 1½ inch diameters, furnish power for efficient bucket operation.

With a relief valve setting of 1500 psi, the Henry 900 operates with a pump capacity of 23 gpm at 1800 rpm.

Two different bucket sizes are available for the Henry 900; a 60 inch bucket having a capacity of ¾ yard heaped or ⅝ yard struck, and a 66 inch bucket with a capacity of ⅞ yard heaped or ¾ yard struck.

Engineered for minimum maintenance, the Henry 900 Tractor

Shovel has replaceable bronze bushings and 1½ inch steel pins throughout.



### Allis-Chalmers Introduces Model 90 Peanut Special

ALLIS-CHALMERS Manufacturing Co., Milwaukee, Wis., recently introduced the Model 90 Peanut Special for harvesting Spanish peanuts.

Standard equipment on the Peanut Special includes a 42"-wide cylinder with 12 peg-tooth bars and two concaves. It is designed to shred peanut vines and tear apart straw without excessive cracking or damage to the crop.

Dirt is removed by screens in the feed house and grain drag floors and in the grain chute, conveyor and elevator. A special size adjustable chaffer and a tailer are included.

For operator comfort and convenience, the Peanut Special has a roomy platform with a seat, and an extra wide spout for handling heavy yields.

Optional equipment includes a choice of a D-14 auxiliary motor or PTO drive, and a bagger or bin. The auxiliary motor develops 43 B.H.P. and can be used on several other Allis-Chalmers harvesting units.

The type of pick-up is optional, with a choice of the new Hart rotary type or the Allis-Chalmers rubber draper model.

In addition to the Model 90 Peanut Special, there are special attachments available to field convert Allis-Chalmers Models 66, 90 and SP100 from grain to Spanish peanut harvesting.



## AMCO Division Markets Bedder-Cultivator

THE AMCO Division of Alexander Manufacturing Co., Pica-yune, Miss., recently marketed a Bedder-Cultivator which makes either one, two, three or four rows. The bedder has a  $1\frac{1}{4}$ " square axle on 7" spacing with combinations of either 3-18" cutout blades to a gang or 16" plain, 18" plain and 18" cutout or 12" plain, 16" plain and 18" cutout. The manufacturer states that other combinations of blades will be available upon special order.



The factory states that all action is spring loaded which makes the tool especially suitable for mulching the soil. The discs bite in deep allowing the moisture to penetrate and roots to grow. According to the manufacturer, the tool bar carrier and the tool bar can be used to accommodate a wide variety of tool bar equipment.

## Ford's Distributor Council Meets

THE ANNUAL meeting of the National Distributor Council, which represents the independent distributors of the products of Ford Motor Co.'s Tractor and Implement Division, was held in Detroit recently.

J. R. Surtman of Charlotte, N. C., served as Council chairman for the two-day meeting. W. H. Breech of Birmingham, Mich., was secretary.

The Council met with the Division's management as part of a program to facilitate communication and to promote understanding among the organizations engaged in the manufacture, sale and service of Ford products for the farm and industrial markets.



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Ashland, Massachusetts



## Versatile Harvester Is Announced by IH

A FORAGE harvester, capable of chopping over 45 tons of corn silage per hour, is announced by International Harvester Co. Regularly furnished for pto use with any three-plow or larger tractor, the new McCormick No. 36 field harvester can be equipped with a 49 hp, six-cylinder engine for use with smaller tractors.



Three units—a 66" cutter bar, a 54" wide windrow pickup attachment, and a row-crop unit—enable the machine to handle almost any standing or windrowed farm crop. The No. 36 can be purchased complete as a unit, or it can be bought with a single harvesting unit, and the other units added as needed.

Feed aprons adjust automatically to crop volume. Length of cut adjustment is made by exchanging feeder drive sprockets and varying the number of knives on the 44" flywheel cutter head.

While a lever lift is regular equipment, a hydraulic lift for use with single or double-acting cylinders is also available. The swivel-mounted discharge pipe, capable of delivering in any direction, is available in a choice of

11½' or 8½' heights. The harvester is available with reversing mechanism, dual wheels, and self-steering delivery spout attachments. Protective devices include over-running clutch, shear bolts, and slip clutches.

## New Idea Introduces Field Corn Sheller

NEW IDEA FARM Equipment Co., Coldwater, Ohio, announces the No. 303 field corn sheller, designed to fit behind any New Idea mounted corn picker or snapper. A farmer can pick-and-shell or pick-and-husk in the same day by interchanging the trailing husking bed and trailing sheller unit. One man can make the changeover in less than 30 minutes, according to the company.

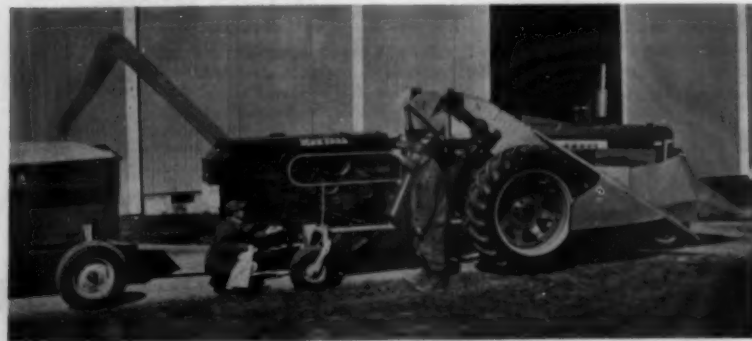
The entire machine contains only 10 grease fittings, and only three of these require daily lubrication.

Two models of the sheller are available. Shown in the accompanying photograph is the model designed for use with a trailing wagon. It is also available with a factory installed, 40-bushel power unloading grain bin with levelling auger.

Corn is handled gently by a specially designed corn cylinder containing 10 rasp bars. Shelled corn is cleaned by a double raddle trash conveyor, upper and lower screens, perforated bottom sheet, and a high capacity cleaning fan.

Weight of the shell is carried on a tubular steel frame equipped with two rubber tired caster wheels. The sheller's 80-inch tread tracks with the tractor's rear wheels.

Tractor PTO is protected by an over-riding drive clutch. All moving parts are protected by slip clutches, with a master clutch in the primary drive. External controls adjust concave clearance, air blast, and screen openings.



## CLASSIFIED

### LIVESTOCK SUPPLIES

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P. O. Box 1340 Tel. 2-8099 Lexington, Ky.

### AGENTS & REPRESENTATIVES

Presently calling on equipment distributors and/or manufacturers with non-competing lines. Established hydraulic cylinder line with record of uninterrupted growth. Highly attractive commission. Ideal working arrangements. Contact direct: Sales Manager, Prince Manufacturing Corp., Water & 4th Streets, Sioux City, Iowa.

## \$1,000-A-Month Plus from Irrigation Tubes

(Continued from page 119)

num tubes on the far side of his parts counter. Customer reaction came up to his expectations.

"Why the tailpipes? . . . and what are they for?" came the queries.

This gave Ruelas cue for his pitch. Talking merely evoked hard-to-answer questions, he found. So he built a display of irrigation tubes on the sales floor and awaited an opportunity to demonstrate it.

### Demonstrates

What seemed to puzzle prospects was how a length of aluminum tubing could get water from a ditch, over a bank, and down the rows. So Ruelas, using a tied-up bundle to represent the ditch, launched forth on the basic siphoning principle.

Then came the question of the number of tubes required to irrigate a specified field.

A farmer, in for a few parts and cultivator sweeps totaling \$4.90, was approached regarding use of the irrigation tubes. And following Ruelas' floor demonstration, the farmer informed Ruelas that his ditches had a six-foot drop. The manufacturer's chart disclosed that it would take 62 2"x90" tubes to deliver 2,000 gallons of water per minute.

Irrigation tubes this size retailed at \$2.57 each. The farmer picked



them up. Lightweight. Only one pound each. Sturdy. Wouldn't damage easily.

"Wrap me up 62," the farmer said.

Thus a \$4.90 parts sale, with a little added salesmanship on the part of Ruelas, was upped an additional \$159.34.

"That's the way they have been sold," Ruelas said. "Of course, we have sold various sizes. And we have sold them with one and two 'humps' depending on the customer's need to obtain water over and beyond one or more ditches."

The largest tubes sold were 6"x 90", retailing at \$17.16 each.

Within two months, 794 tubes have been sold off the sales floor in the foresaid manner.

Commented George Holmack:

"In the South, irrigation tubes sell 10 months out of the year. Knowing farmers, we know that once they use the tubes, they will change their minds about moving them up and down ditches. Instead, they will buy a large enough supply to line their ditches, kicking them over when they're through irrigating and not bothering to move them along, which takes time and effort. Too, there

will be the replacement market to take care of. Hence, there will never be a saturation point."

## Deere's New "30" Series

(Continued from page 123)

Rear Wheels, Float-Ride Seat—these and many other field-proved features are available on the new "530," "630," and "730" Tractors.

The 830 Diesel. This new 6-plow standard tractor offers more than 75 belt horsepower to handle the requirements of large-acreage grain and rice growers. The new "830" greatly increases the amount of work one man can do in a single day, speeds work, and saves time and money on every job.

The powerful "830" is available with a choice of gasoline engine starting or new electric starting. A brand-new muffler greatly reduces engine sound. Advanced Power Steering, Custom Power-Trol with two independent hydraulic circuits, Independent Power Take-Off, and Float-Ride Seat are among the many time- and labor-saving features offered on this new tractor.

## Shore Up Sales

(Continued from page 118)

family as a whole stronger buying power. Frequently the sons buy farm or industrial machines and help out family income by doing custom work.

Midstate's increasing volume has been helped considerably by a consistent advertising program in the classified columns of the two Nashville papers. These ads are read closely by both industrial users and part-time farmers.

"I know these insertions pay," said Bass. "We recently sold five mowers from one classified ad. Buyers would bring the ad into the store and call for the mower mentioned. Whether they bring the ad or not, we can frequently tell that an ad brings customers to the store because they give the same description and price as the ad sets forth."

In summarizing, items that Midstate sells to industrial users include industrial-type tractors, backhoes, fork lifts, dirt loaders, utility buckets, scarifiers, tillers, post hole diggers, rakes for landscapers and builders, blades, and other items.

**W. R. C. Smith Publishing Co.**

**Department SH-10-58**

**806 Peachtree St., N.E.**

**Atlanta 8, Georgia**

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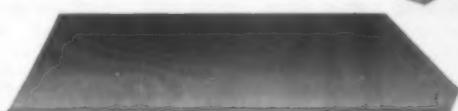
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Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now producing a new line of Star Blade-Type Plow Shares—in regular and short patterns—made from solid steel, rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.

**STAR MANUFACTURING COMPANY**

DIVISION OF ILLINOIS IRON & BOLT CO.  
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# HELPFUL LITERATURE

**Available free to readers. Just write in the key numbers on the handy coupon below**

**Joliet Wrought Washer Co.,** Joliet, Ill., gives complete details about steel and non-ferrous flat washers of all kinds in an available catalog. For more information—

Write for No. H1 on coupon below

**John Deere,** Moline, Ill., offers a free booklet "Harvesting, drying, storing . . . with the Modern Picker-Sheller System" which discusses economical corn harvesting, drying, and storing methods for the farm. The colorful 40-page educational booklet was written for John Deere by Benson J. Lamp, Jr., Department of Agricultural Engineering, Ohio State University. For more information—

Write for No. H2 on coupon below

**G. H. Meiser & Co.,** P. O. Box 400, Blue Island, Ill., has available catalog and discount sheets on its Enginair Tire Pump which is designed to fit any gasoline engine built since 1930, comes equipped with four different spark plug thread sizes. Pump and

gauge come complete with 6 ft. of hose. For more information—

Write for No. H3 on coupon below

**Tractor Group, Allis-Chalmers Manufacturing Co.,** Milwaukee, Wis., describes the B-125 power unit in an 8-page, 2-color catalog MS-1247. The catalog gives specifications and lists special equipment available to expand the versatility and use of the engine. For more information—

Write for No. H4 on coupon below

**Massey-Ferguson Industrial Division,** 1009 South West St., Wichita, Kansas, presents its line of industrial equipment in a colorful brochure, complete with action photos and specifications. Included are the new Work Bull tractors 202, 1001, 303, and the Fork Lift, as well as Davis loaders, backhoes, etc. The Work Bull and Davis products are described as power-matched for profitable on-the-job production. For more information—

Write for No. H5 on coupon below

**B. F. Goodrich Tire Co.,** Akron, Ohio, offers a 32-page product catalog that lists complete specifications and describes correct use and maintenance of agriculture tires for farm and industrial use. In addition to providing inflation and load data for all B. F. Goodrich agriculture tires, the catalog carries helpful articles on liquid weighting of tractor tires, the use of wheel weights, mounting and demounting, maintenance, the use of tractor tire solution equipment and valve and accessory equipment. For more information—

Write for No. H6 on coupon below

**Flint & Walling Manufacturing Co., Inc.,** 379 Oak St., Kendallville, Ind., provides a catalog on its line of water systems. The company states that there are F & W models to meet all requirements exactly. For more information—

Write for No. H7 on coupon below

**Cole-Hersee,** 20 Old Colony Ave., Boston 27, Mass., presents its electri-

**For more information**



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cal products in a comprehensive catalog, D-176. The switches, connectors, and other electrical units for farm equipment are designed to stand up under the most severe working conditions and meet all F.E.I. requirements and specifications, according to the company. For more information—

**Write in No. H8 on coupon, Pg. 130**

**Rapidayton Division, Tait Manufacturing Co.**, Dayton 1, Ohio, has available a 32-page, illustrated manual on the selection, installation, and maintenance of its submersible pumps. The manual covers both two- and three-wire submersible systems, and also includes a detailed check chart of "trouble-shooting" information. For more information—

**Write in No. H9 on coupon, Pg. 130**

**Iowa Fibre Products**, Des Moines, Iowa, has available a catalog sheet featuring the following L-S cushions: the L.S. 200, all shredded foam rubber with plastic covered cloth; the L.S. Super 600, solid foam rubber with plastic cover; and T-1 400, all shredded foam rubber covered with canvas. Also, replacement cushions which include the JD-100, fits A, B, G, GM, 50, 60; JD-200, fits M, MT, 40; Knoedler No. 300 replacement cushions. For more information—

**Write in No. H10 on coupon, Pg. 130**

**Ray Cunningham & Sons, Inc.**, 501 Gillette St., La Crosse 26, Wis., will supply full color folders and complete information on selling the Cunningham Hay Conditioner. For more information—

**Write in No. H11 on coupon, Pg. 130**

**Universal Pulleys Co.**, 349 N. Mosley, Wichita, Kansas, features the Transmix utility mixer in a folder which gives complete information on its numerous uses, such as mixing feed, silage, cement, and hauling dirt. For more information—

**Write in No. H12 on coupon, Pg. 130**

**Allis-Chalmers Manufacturing Co.**, Tractor Group, Milwaukee 1, Wis., has available the following literature: the TL-1884 which covers the new Post Hole Digger for use with A-C wheel tractors; the TL-1861 which describes the Farm Loader now available for A-C farm tractors. For more information—

**Write in No. H13 on coupon, Pg. 130**

**Crown Dairy Supply Co.**, 323 W. College Ave., Waukesha, Wis., is offering a 12-page booklet entitled "How to Get the Most Service from Your Crown Milking Machine Inflation." The booklet deals with the various types of milking machine rubber—natural rubber, synthetic, or a combination of both. The primary causes of inflation deterioration are listed and discussed in detail. Also discussed is a new type of inflation

remover developed by the company. For more information—

**Write in No. H14 on coupon, Pg. 130**

**Century Engineering Corp.**, Farm Equipment Division, Cedar Rapids, Iowa, presents its line of all purpose sprayers in its 1958 sprayer manual. The manual is designed to help the dealer promote Century equipment and also gives a great deal of general information about spraying. It contains detailed specifications and is fully illustrated, including numerous photos of the equipment in action. For more information—

**Write in No. H15 on coupon, Pg. 130**

**B. F. Goodrich Tire Co.**, Akron, Ohio, describes how equipment operators and owners can get maximum service out of off-the-road tires in a 52-page handbook now offered. Four factors in off-the-road tires, all within control of the equipment operator or owner, are discussed in the handbook. The factors are load, inflation, operating conditions, and tire care. The booklet also describes the company's complete line of off-the-road tires and carries data on load and inflation, weights and measures, tire specifications for 1957 motor graders, self-propelled scrapers, and tractor-drawn scrapers plus valve and rim information. For more information—

**Write in No. H16 on coupon, Pg. 130**

**The Ferguson Manufacturing Co.**, Suffolk, Va., introduces its new power-driven cultivator, the Tirovator, as the answer to all crop cultivation. Dealers are offered a colorful 4-page brochure. For more information—

**Write in No. H17 on coupon, Pg. 130**

**Dempster Mill Manufacturing Co.**, Beatrice, Neb., offers dealers an 8-page detailed Plantall Catalog. The Plantall is an adaptable tool for planting any type of row crop, with fertilizing attachments also available. For more information—

**Write in No. H18 on coupon, Pg. 130**

**Crescent Plastics, Inc.**, 955 Diamond Ave., Evansville 7, Ind., offers a folder giving advantages, maximum depth recommendations, and detailed information for installing submersible pumps up through 1-hp and deep jet pumps with new semi-rigid Cresline-KL (Kralastic) pipe. For more information—

**Write in No. H19 on coupon, Pg. 130**

**Henke Manufacturing Co.**, Columbus, Neb., has literature available covering its Columbus heavy duty roller mills. The line consists of three models: trailer, truck mounted, and stationary; four capacities: 300, 600, 900, and 1200 bu. For more information—

**Write in No. H20 on coupon, Pg. 130**

**Taylor Implement Manufacturing**

**Co.**, Athens, Tenn., has available a catalog containing literature covering the complete Taylor-Way line, featuring subsoilers, disc harrows, disc plows, and disc tiller plows. Literature is also available on the new Taylor-Way offset harrows. For more information—

**Write in No. H21 on coupon, Pg. 130**

**Brower Manufacturing Co.**, 394 N. 3rd St., Quincy, Ill., has a catalog available on its lines of feed mixers and mills and poultry supplies. For more information—

**Write in No. H22 on coupon, Pg. 130**

**Larson Machine Co.**, Princeville, Ill., covers its line of farm sprayers, fertilizer applicators, and other equipment in a catalog offered to the trade. For more information—

**Write in No. H23 on coupon, Pg. 130**

**Gehl Bros. Manufacturing Co.**, West Bend, Wis., has literature available on its two pieces of optional equipment—the conveyor extension and the reversible apron—designed for addition to the Gehl self-unloading pto forage box. For more information—

**Write in No. H24 on coupon, Pg. 130**

**Clark Manufacturing Co.**, Ather-ton, Mo., has literature available on its sprayers, ammonia applicators, and hydraulic cart for rotary hoes and harrows. For more information—

**Write in No. H25 on coupon, Pg. 130**

**Wright Power Saw & Tool Corp.**, 410 S. Third St., Louisville 2, Ky., offers a 16-page, illustrated booklet, "Easy Steps to Woodcutting with the Wright Rebel." The booklet describes the saw which features a reciprocating blade, and tells how it can be used, in addition to felling trees, for building a log cabin, rustic outdoor furniture, fences, etc. For more information—

**Write in No. H26 on coupon, Pg. 130**

**Wisconsin Motor Corp.**, Milwaukee 46, Wis., offers bulletin S-223 which describes all models of its powered equipment. For more information—

**Write in No. H27 on coupon, Pg. 130**

**Commercial Credit Equipment Corp.**, 1300 N. Woodward Ave., Birmingham, Mich., offers a brochure on using credit as a sales tool. The company provides sales-building credit plans for farm equipment dealers regardless of the line the individual dealer handles. For more information—

**Write in No. H28 on coupon, Pg. 130**

**Century Engineering Corp.**, Cedar Rapids, Iowa, offers a 5-point merchandising program to help the dealer in selling more sprayers. For more information—

**Write in No. H29 on coupon, Pg. 130**



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# How to sell more equipment when competition is keener

**AND EARN A LARGER NET PROFIT AT THE  
SAME TIME—WITH LESS WORK AND WORRY**

Today, credit is an integral part of farm equipment selling. No retailer can get maximum sales volume without a good credit plan. CCEC financing is designed to be more than that. It is tailored to serve you as a selling tool—a merchandising device to induce more people into your store—and to help you close more sales.

**How CCEC works** You make the credit check—make your own decision “on the spot.” You don’t waste time nor let your prospect reconsider his purchase and perhaps decide not to buy your equipment.

The contract forms are simplified, easy to fill in and easily understood. Every contract CCEC purchases is covered with insurance and protected against nearly every probable hazard *including collision and upset!*

Promptly upon receipt of an acceptable contract, the FULL cash is mailed to you. Many contracts are purchased the same day they are received. As standard practice, CCEC cashes your contracts for 100% of the value. This means no hold-back . . . no frozen cash deposits.

**No embarrassment** Your customers will appreciate the “worry-free” features of CCEC financing. No appraisers are sent to their farms, there are no chattel mortgages on other owned property, no invasion of their privacy in any way. They keep their local sources of credit available for emergency or short-term loans. And there’s built-in protection against the possibility that crop income won’t coincide with payment dates. This is the new exclusive CCEC Late Crop Protection Plan.

**Flexible term arrangements** CCEC finances both new and used equipment. Special plans are developed to stimulate retail sales. Standard terms provide for payment over as much as 3 crop years.

**Efficient collection services** Fully trained CCEC field men are equipped to work out suitable plans when friendly mailed reminders of past-due payments are repeatedly ignored. *No strong-arm methods are used.*



Typical dealer comment: “Didn’t realize a financing plan could be such a powerful selling aid as CCEC has proved to be.”

## **CCEC BRINGS EXTRA NEW PROFIT WITHOUT EXTRA EFFORT!**

You receive annually, as earned, an extra check from your Dealer Optional Reserve Fund. Many dealers earn as much as \$2,000 this way. That’s extra net profit—without extra effort!

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EC**

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branch near you  
— to serve you.

**COMMERCIAL CREDIT  
EQUIPMENT CORP.**

*Specialists in  
farm and industrial  
equipment financing*

**BALTIMORE, MARYLAND**

### **CLIP AND MAIL TODAY... NO OBLIGATION**

Commercial Credit Equipment Corp.  
1300 N. Woodward Ave.  
Baltimore, Maryland

Dept. 149

I'd like more information about the CCEC "worry-free" financing plan. Please have your representative contact me.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

TRACTOR LINE HANDLED \_\_\_\_\_

# Destruction testing . . . key to the long life

## BUILT INTO ALLIS-CHALMERS TRACTORS

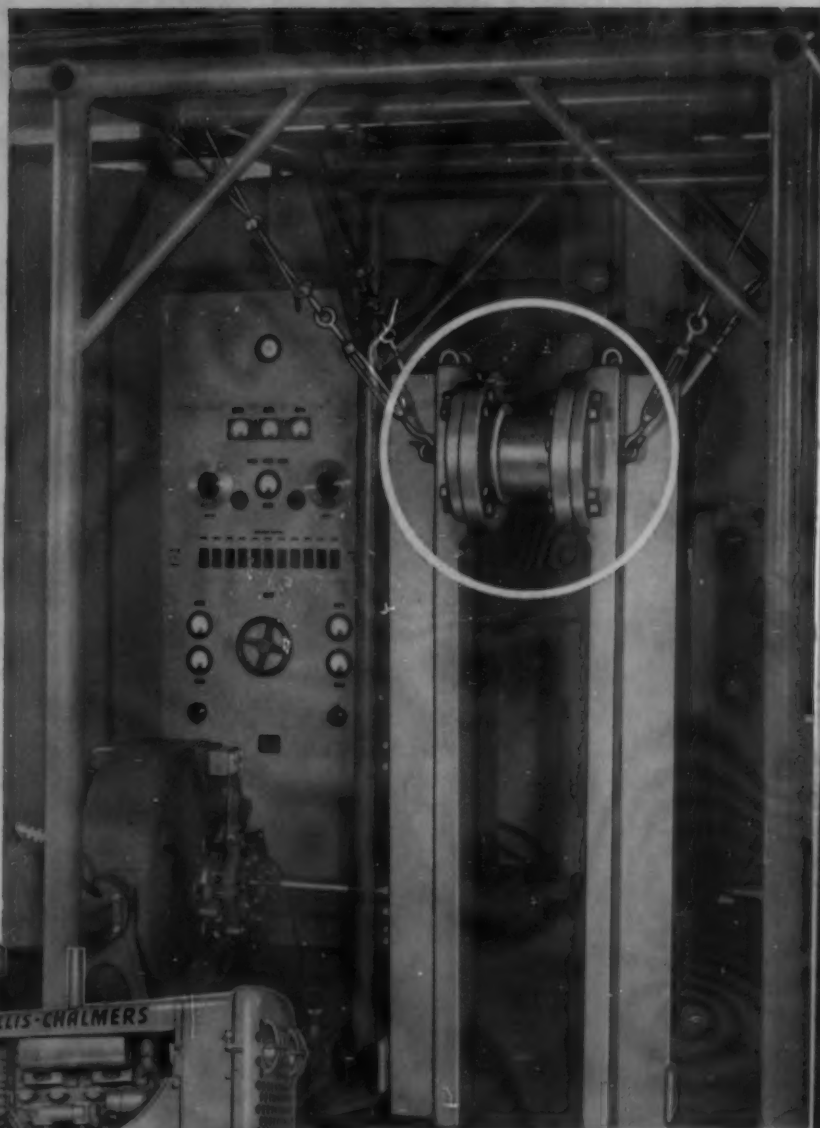
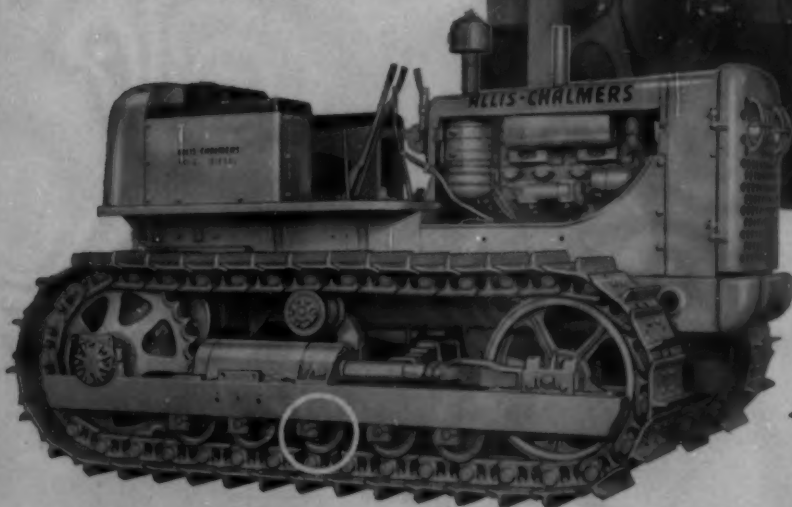
Allis-Chalmers tractor components are subjected to exhaustive destruction tests before they receive final approval.

Pictured here, for example, is a giant "tuning fork," especially developed by Allis-Chalmers laboratory technicians. Held between its huge "tines" is a truck wheel for a crawler tractor, which must absorb up to 2,000 vibrations per second . . . around the clock, for days on end.

Failures due to metal fatigue, which might not develop for years in actual field service, are thus quickly revealed, enabling metallurgists and engineers to make changes in materials or design that will increase toughness and assure longer life.

This pre-determination of quality and performance in vital components is typical of the research that goes on endlessly in Allis-Chalmers engineering laboratories and proving grounds. It's the kind of insurance that farmers are entitled to . . . and get . . . when they buy Allis-Chalmers farm equipment!

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION,  
MILWAUKEE 1, WISCONSIN



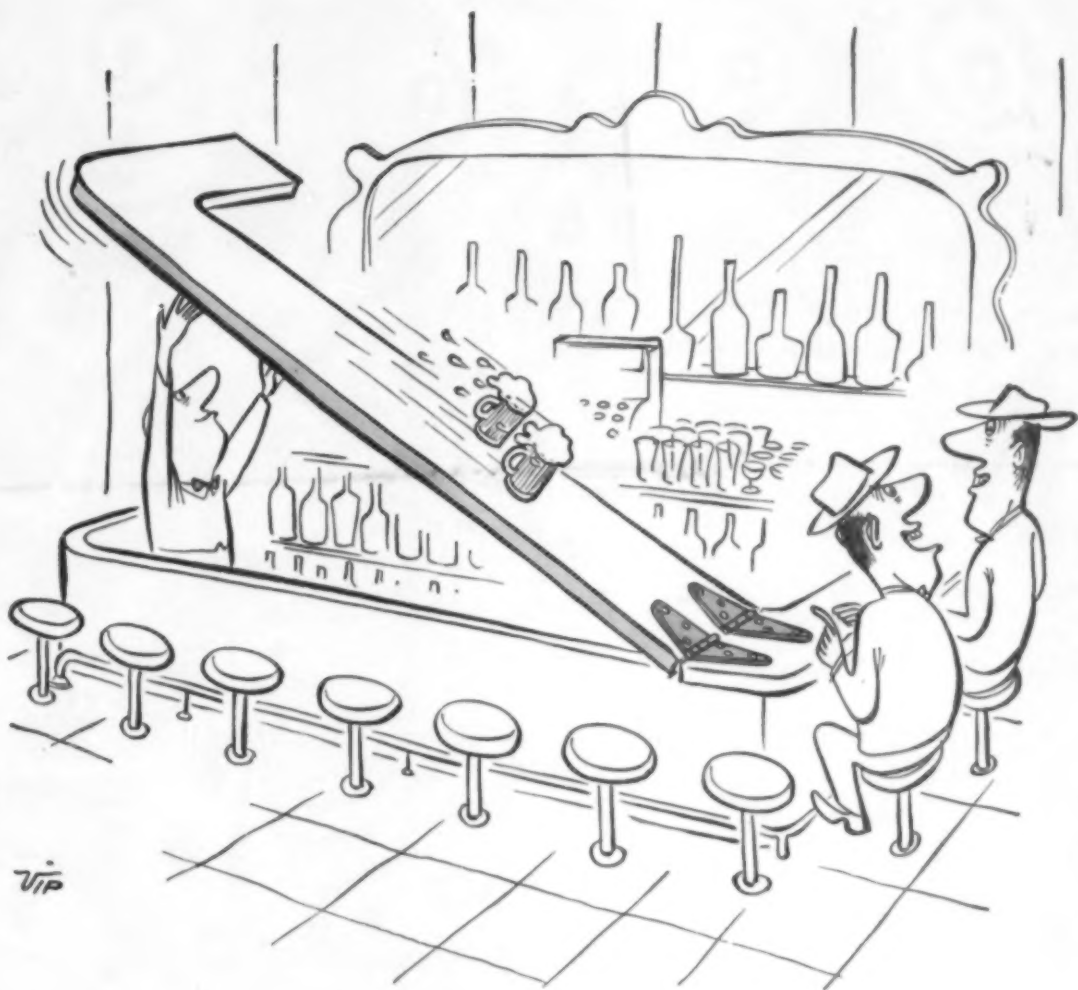
Electronically produced vibrations . . . up to 2,000 per second . . . pre-determine the service life of a truck wheel held between the "tines" of a giant "tuning fork."

No other assemblies are required to absorb the excessive punishment imposed upon the tracks of a crawler tractor in normal service. Destruction testing assures Allis-Chalmers owners of unequalled track performance and long life.

Market trends and farm events of nationwide interest are brought to farms every Saturday on the National Farm and Home Hour over local NBC outlets.

# ALLIS-CHALMERS





*"He's looking for a way to send Back  
the empty glasses now that*

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- NYLON SASH CORD
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